10,753 COPIES EVERY MONTH TO 125 COUNTRIES

OCTOBER 2015

Gun Trade World

COVERING THE SHOOTING BUSINESS GLOBALLY



Remington AIR GUNS & ACCESSORIES

EXPRESS™ COMPACT



CAL. 177 (4.5MM) & .22 (5.5MM)

SPRING REAL WOOD

- INCLUDES 4X32 SCOPE & MOUNTS

EXPRESS™ XP TACTICAL



CAL. 177 (4.5MM) & .22 (5.5MM)

SPRING HIGH POWER

- INCLUDES 3-9X32 SCOPE, MOUNTS & SOUND MODERATOR

EXPRESS™



CAL. 177 (4.5MM) & .22 (5.5MM)

SPRING HIGH POWER REAL WOOD

- INCLUDES 4X32 SCOPE & MOUNTS

TYRANT™



CAL. 177 (4.5MM) & .22 (5.5MM)

SPRING HIGH POWER

- INCLUDES 4X32 SCOPE & MOUNTS

EXPRESS™ SYNTHETIC



CAL. 177 (4.5MM) & .22 (5.5MM)

SPRING HIGH POWER

- INCLUDES 4X32 SCOPE & MOUNTS

THUNDERJET™



CAL. 177 (4.5MM) & .22 (5.5MM)

GAS PISTON HIGH POWER

- INCLUDES 3-9X40E SCOPE, MOUNTS & SOUND MODERATOR

EXPRESS™ XP



CAL. 177 (4.5MM) & .22 (5.5MM)

SPRING HIGH POWER REAL WOOD

- INCLUDES 3-9X32 SCOPE, MOUNTS & SOUND MODERATOR

THUNDERCEPTOR™



CAL. 177 (4.5MM) & .22 (5.5MM)

GAS PISTON HIGH POWER

- INCLUDES 3-9X50 MIL-DOT SCOPE, MOUNTS & SOUND MODERATOR

1911 RAC™ PISTOL



4.5MM BB SHOT

CO_2 CARTRIDGE

1911 RAC™ PISTOL



4.5MM BB SHOT IN HARD FOAM FILLED CASE

1911 RAC™ TACTICAL PISTOL



4.5MM BB SHOT

CO_2 CARTRIDGE

4.5MM BB SHOT

Precision made to our standards for power performance with accuracy.



The new range of Tyrant™, Express™ and Thunder™ pellets for target and vermin control. With 18 types available in the .177 (4.5mm) & .22 (5.5mm).



KNOCKDOWN PELLET CATCHERS



12G CO2 CAPSULE PACKS



Made to the highest standards.

90G CO2 CAPSULE



17CM TARGET HOLDER PELLET CATCHER



AUTO & PULL TO RESET TARGETS



GUN SLIPS

Ideal to protect your air rifle.



CLEANING KIT

This cleaning kit is suitable for air pistols & air rifles and contains .177 & .22 wool mops and bronze wire brushes, alloy handles with wood grip & multi-fit pellet remover head.



TACTLED™ FLASHLIGHT

Omits extreme pure white light, giving the ultimate in brightness.



SERVING THE GUN, FISHING AND SPORTS TRADES FOR MORE THAN 40 YEARS

SPORTSMARKETING™

Remington Outdoor (UK) Ltd trading as Sportsmarketing SMK
Commerce Way, Whitehall Road Industrial Estate, Colchester, Essex CO2 8HH UK
Tel: +44 (0) 1206 795333 Fax: +44 (0) 1206 792679 www.sportsmk.co.uk sales@sportsmk.co.uk

ALL PRODUCTS, INFORMATION AND PRICES ARE CORRECT AT TIME OF GOING TO PRESS COPYRIGHT© LRN @ SPORTSMARKETING SMK

COVERING THE SHOOTING BUSINESS GLOBALLY

GTW



Cecil the lion – where does hunting go from here? *p24*



Celebrating 125 years of the iconic DIANA airgun brand. *p44*

OCTOBER 2015 www.guntradeworld.com

Firearms review or firearms revoke?

Gun sellers in Australia and the UK fear firearms rules could be tightened as part of two wide-ranging 'reviews' currently being undertaken.

South Australia is bracing itself for updated gun laws, with new legislation being drafted after police minister Tony Piccolo said the SA Firearms Act, developed in 1977, needed improvements.

He explained: "The old act has become outdated, hard to interpret and administer."

A national firearms review – known as the Martin Place Siege Review – was agreed by state governments in the wake of the Lindt Chocolate café siege in Sydney by Islamic State-inspired gunman Man Haron Monis.

Following extensive discussions with shooting clubs, suppliers under the umbrella of Primary Producers SA and crime victims, he is drafting a bill which, it is said, will simplify rules to prevent gun crime and reduce red tape for 'lawful firearm owners'.

He claimed: "The new act will be underpinned by the principle that firearm possession and use is a privilege that is conditional on the overriding need to ensure public safety.



"Responsible gun owners have nothing to fear from this proposed bill, it will make it easier for them to comply with the law if they do the right thing."

It is expected that laws will be tightened to prevent anyone with a drug conviction from getting hold of a firearm and set up a permanent amnesty to encourage people with unregistered guns to hand them in.

He added: "(This will) ensure that only those with a genuine reason have access to a firearm. The new bill, with supporting regulations, will also strengthen the laws regarding security and storage of firearms and ammunition."

Sharp Shooters Association of Australia SA president David Handyside said the consultation had been "open and fair" and described the original act as a "dog's breakfast."

But there have been fears over what it will actually mean for shooting suppliers and gun owners.

A spokesman for the shooting industry in Australia revealed that gun owners are already preparing themselves for a fight and told ***GTW***: "In the most cynical of manoeuvres, the national policing committee has taken the opportunity to submit a previous agenda to government that they had developed to further restrict access to registered firearms by licensed firearm owners.

"The original authors of the Martin Place Siege Review are to be commended for their good work. The disaster that is now playing out, however, is a government-sanctioned perversion of all of their intentions."

Meanwhile, a ban on a Turkish-made, eight-cartridge shotgun, the Adler A110, has also been brought in, although the government has changed this to a suspension, effective until next August only, following a voting deal.

The government feared the shotgun, imported by the country's biggest shooting distributor, Nioa, would undermine laws on fast-firing guns, brought in following the Port Arthur Massacre in 1996.

Importer, Robert Nioa, the son-in-law of federal MP Bob Katter, insisted a pump-action can fire at twice the rate of the lever-action Adler. He had planned to import 20,000 a year into Australia.

• Continued on Page 6

The lion's share of media coverage

If ever there was a 'perfect storm' to whip up anti-hunting fever then the story of Cecil the lion has to be it.

The king of the jungle, given a name and celebrity status, wearing a tracking collar, allegedly poached, shot with a bow but not dispatched for many hours… all by a wealthy American dentist who, it seems, has 'form' for illegal hunting!

All the ingredients for a media frenzy and the opportunity for B and C-list celebrities to revive their flagging careers by appearing on every chat show going to display their caring side, voicing their outrage at such a thing.

Quite rightly, the powers that be, in both Zimbabwe – where the event took place – and the USA – where 'big-game hunter' Walter Palmer lives, have begun investigations into the circumstances surrounding the hunt and what laws, if any, were broken in so doing.

Of course, even if the whole thing is eventually found to have been entirely above board with no impropriety (although at present this seems highly unlikely) the damage has been done.

Cecil the lion has become a martyr for the cause of the anti-hunting and gun-control fraternity.

These people cannot see the difference between legal gun owners, law-abiding hunters often killing solely for the pot and a bow-wielding trophy hunter whose professional guide may or may not have bent the rules.

Poaching is wrong – end of story; any hunting activity MUST be undertaken correctly within the laws of the territory concerned and MUST be subject to our own sense of fair play and the utmost respect for our quarry; that is a creed by which all hunters should be judged.

But, until the facts are fully established, the only 'crime' we know for sure that Dr Palmer is guilty of is being caught.

However, the story raises the spectre of closer scrutiny on everything we do as shooters or hunters – we can expect tougher questioning of our reasons for picking up a gun, building a hide or tracking an animal.

Everything we do as shooters and as members of this vast trade is now under the microscope like never before.

Let us ensure that we give NO-ONE the opportunity to say we are careless with our firearms, not diligent in our pursuit of quarry and not fit to pick up a gun and point it at a legitimate target.

Be in no doubt that if the killing of a single animal (albeit a magnificent creature) can see it raised to celebrity status and achieve such media fervour, then each time a human being is the victim of a gun crime (or a gun accident) we can expect a similar outpouring of wrath.

Let's be careful out there and give no-one the ammunition to shoot us down.

John Hunter
Editor in chief

Sean O'Driscoll Publisher
E: *sean@dhpub.co.uk*



Sean really is the driving force behind ***DHP's*** trade division. Having been in the gun trade for more than 20 years, he understands how it all works!

John Hunter Editor in chief
E: *john@dhpub.co.uk*



John has more than 18 years' experience of the shooting and fishing trade and is a regular visitor to international events. He co-ordinates the magazine.

Bart Manganiello US sales
E: *bartalm@optonline.net*



Bart has been selling on trade magazines for all of his working life and has helped more companies grow their business than anyone else we can think of!

Mark Peacock RoW sales
E: *mark.peacock@dhpub.co.uk*



Mark has spent many years in B2B marketing and has a long history of helping companies build brands.




20


24


28


36



44

Contents

06 News
Why the Fuller Group has set up a Spanish shooting distributor.

20 Mossberg
We trace the rise and rise of the American pump-action-shotgun expert.

24 What Cecil The Lion Means For Our Trade
Hunting has been in the spotlight like never before. What happens next?

28 Spotlight On... Shotguns
From smaller calibres to tactical weapons, we bring you a crucial guide.

34 Standard Manufacturing Company
The DP-12 is a real talking point in pump-action shotguns. Find out why.

36 Great Gear – Tactical Shotguns
These firearms are not just the preserve of fields, woods and clay grounds.

38 Pedersoli
This month the Italian manufacturer shows off its Rolling Block Mississippi.

40 Doing Business With... Italy
With more gun manufacturers than almost anywhere else, this is a big market.

44 DIANA 125 Years
The story behind some of the most legendary airguns ever made.

48 NSSF News
Visiting SHOT Show 2016 from overseas? You must read this...

50 Luke Camilleri
Retirement is not for Luke Camilleri – he just wants to keep innovating.

54 Company Profile – Miroku
A Japanese shotgun brand that has travelled the world.

58 Rifle Shooter Magazine Launch
Is the UK market ready for such a niche title? The publisher thinks so...

60 Making Contact
More of the latest kit that should be in your inventory right now.

64 Making Contact – Pro Ears
Protect your hearing and listen better for your quarry with this product.

66 Making Contact – FAIR
The Italian-made SRL 802 is the next stage in deluxe evolution.

68 Making Contact – Zeiss
One of the best-known names in optics unveils its latest crossbow scope.

70 Making Contact – Leapers
What makes the 1in True Hunter scope a real classic?

74 Straight Shooting
An Australian gun supplier warns of big rule changes in his country.

Spanish distributor launches key brands

The Fuller Group, a major global player in the shooting market, has expanded its business, opening a new venture in Spain to distribute group brands together with other prestigious names.

With a strong passion for shooting sports, the firm continues to supply hunters, shooters and outdoor people with high-quality products and an excellent service and BCN Outdoor has been set up to do exactly that with Spanish dealers.

Sven van den Heuvel, co-founder and director of BCN Outdoor, said: "We feel obliged to satisfy the users of our products and we accept all the responsibilities that are necessary to achieve our goals. We do this with passion. Our customers are our best motivators."

Although BCN Outdoor has only just been established, the company falls back on more than 30 years of experience within the hunting, shooting and outdoor industries.

It is part of Fuller International Holdings, a multinational group established by brothers John and David Fuller, formed by some of the leading firearm distributors within the industry.

Among them are Legacy Sports and Centurion International (USA), Highland Outdoors (UK), OSA Australia, Cameron Sports (New Zealand) and African Outdoor Sports (South Africa), plus California's largest firearms retailer Turners Outdoorsman Inc and various leading brands including Nikko Stirling, UltimaX, Webley & Scott, Puma, Citadel, Pointer, Buffalo River and Ridgeline.

BCN Outdoor's brand portfolio covers every sector, including optics (Nikko Stirling, UltimaX, C-More), centrefire rifles (Howa), shotguns (Webley & Scott), .22 calibre (German Sport Guns), ammunition (Sierra Bullets), airguns (Webley), cleaning and gun maintenance (Tetra Gun), clothing (Ridgeline) and accessories (Buffalo River).

Sven added: "We are negotiating the distribution of several other very well recognised brands within the hunting and gun industries. We trust we will get to a final agreement soon and can officially launch these new brands."

BCN Outdoor SLU
T: +34 938 974 782
E: *info@bcnoutdoor.com*
W: *www.bcnoutdoor.com*



Firearms review or firearms revoke?

• Continued from Page 3

However, the government made it clear that it would suspend imports of the gun for at least six months until the National Firearms Agreement review process is complete.

Critics feared the Adler would allow ordinary shooters to own a rapid-fire shotgun since it was to be classed as a category A weapon – which has the most relaxed restrictions under current gun laws.

Justice Minister Michael Keenan said: "We know gun technology has updated and we're doing the work to ensure our laws aren't outdated. We want sensible debate for practical reforms, which is what we'll seek through our consultations during this review process."

In the UK, a wide-ranging consultation on the problems with firearms law is being undertaken by the Law Commission, with the promise of a full report due early next year. It admits that the current laws governing the ownership and use of firearms are "complex and difficult to apply" since rules are spread across a number of pieces of overlapping legislation, creating significant practical difficulties for investigating authorities and prosecutors, and generating uncertainty for the licensed firearms community.

Professor David Ormerod QC, Law Commissioner for criminal law, said: "The present law on firearms is found in over 30 pieces of legislation. It contains numerous illogicalities and inconsistencies, and can be difficult to use. The Law Commission believes there is a strong case for bringing all firearms legislation under a single Act, to clarify the law, make it easier to use and future-proof it against technological change."

But here, too, there are concerns that the police and others with an interest in further gun controls will encourage not just better legislation but tighter restrictions too.

DIANA®

PERFORMANCE AIRGUNS SINCE 1890

The One & Only

THE MOST PRECIOUS DIANA AIR RIFLE EVER MADE.

The "One and Only" is a unique piece; crafted purely by hand to mark the occasion of the 125th company anniversary of DIANA. It is the most exclusive air rifle manufactured by DIANA to date. Absolutely unique!

This special air rifle is based on the new DIANA model 340 N-TEC and powered by German Nitrogen Piston Technology.

The "One and Only" will be sold by auction for a charity on eGun, beginning on 1st of October 2015. The revenue of the auction will be used to support the gamekeepers of the „Selous Wildlife Sanctuary" who fight against poaching.

For further informations, please visit our homepage: www.diana-airguns.de











MAKE IT YOURS ON eGun IN OCTOBER 2015

www.diana-airguns.de

125 YEARS DIANA PERFORMANCE AIRGUNS SINCE 1890

No limits as Plano buys archery firm

Plano Synergy Holdings, a leading manufacturer of hunting, fishing and outdoor-related products, has acquired No Limit Archery.

The firm designs and manufactures high-performance broadheads and speciality release aids and is mainly known for its signature products, Grave Digger broadheads and The Ringer hand-held release.

The addition of No Limit Archery further enhances Plano Synergy's growth as one of the archery industry's elite companies.

Tom Hurt, president and CEO at Plano Synergy, said: "No Limit Archery is an exciting company that shares the Plano Synergy commitment to manufacture the very best products that offer consumers innovative technologies and reliable performance. We've enjoyed a fiercely loyal niche consumer base that will grow quickly when partnered with our other archery brands."

Grave Digger broadhead designs are both patented and unique, combining a fully functional fixed head with expandable blades. They offer both cut-on-contact and chisel-point options, along with the ability to replace all blades, fixed and mechanical.

The Ringer hand-held release aids feature a patent-pending finger trigger system that allows hunters to maintain better control, correct target panic and virtually eliminate accidental fires.

Dale Perry, No Limit Archery CEO and creator/designer of the Grave Digger, added: "My vision has always been focused on quality, and producing products that not only work but actually make a hunter more effective.

"I can't imagine a better fit than with Plano Synergy. Our innovation and commitment to quality are a perfect match and it's exciting to think about what the future now holds for No Limit Archery."

Plano Synergy plans to align the Grave Digger product line under the growing BloodSport brand in an effort to expand the offering to core hunting consumers. No Limit Archery will be rebranded as an all-encompassing general archery company that provides a global shooting experience.

It's administrative and distribution functions will be relocated to Plano Synergy's Clearwater, Florida, operation and Dale Perry will join the Plano Synergy team and lead product development for the broadhead and release categories.

Benchmade gives Jon a step up

Benchmade Knife Company, the manufacturer of premium sports cutlery for more than two decades, has promoted Jon de Asis to the role of senior director of operations.

In this new position, Jon will oversee all aspects of manufacturing at Benchmade's US factory, including the production, quality, supply chain, engineering and advance development departments. He will report to president and CEO Les de Asis.

Previously, Jon served as Benchmade's product line manager and supply chain manager. Prior to that, he spent more than five years in China as a vice-president for SinoRegent, a contract manufacturer serving various sporting-goods industries.

Les said: "We're extremely excited to have Jon step into this new role. His broad experience and leadership skills will be critical to managing our strong growth, and ensuring that we continue to deliver industry-leading quality and innovation."

Benchmade
T: +1 800 800 7427
W: *www.benchmade.com*

If you're looking for high quality airgun pellets, you've found them!

Try the FIELD TARGET PELLETS in calibres 4.5 /.177 and 5.5 /.22



COAL

After more than 20 years of Coal's airgun pellets production, with our own business processes, self-developed technology solutions in manifacturing airgun pellets, long-term development strategy and innovative business orientation, we privide constant care on the quality of our products and services. We offer an ever-wider range of top quality products, services and successful co-operation to all our business partners. For more information please visit our website...

Coal Ltd. • Slovenia (EU) • phone: +386 25 788 273 • fax: +386 25 788 274 • e-mail: info@coal.si • www.coal.si • www.the-airgun-pellets.com

LASER GENETICS®

ULTIMATE NIGHT HUNTING REQUIRES SUPERLATIVE VISION



NEW

LL-NS300-SZ



NEW TECHNOLOGY:

- MORE STABLE
- ULTRA BRIGHT
- MORE AUTHONOMY AT EXTREME TEMPERATURES



ADVANCED LASER MODULE

www.gamo.com

Soload

Big stores remove toy guns from shelves

Walmart, Sears and Amazon are among major retailers who have agreed to remove realistic-looking toy guns from their shelves in New York.

State Attorney General Eric Schneiderman sent letters to some of these store owners and others for allegedly selling prohibited toy guns online to residents.

He claims that 6,400 toy guns were sold that violated New York's pre-existing ban on gun lookalikes, between 2012 and 2014.

The letters, stemming from an ongoing investigation that cites the above numbers, calls for retailers to immediately stop the in-store and online sale and shipment to those in the state pending a result.

Attorney General Schneiderman said: "When toy guns are mistaken for real guns, there can be tragic consequences.

"New York State law is clear: retailers cannot put children



and law enforcement at risk by selling toy guns that are virtually indistinguishable from the real thing."

The investigation is focusing on ensuring compliance with state law to prevent the purchase of prohibited toy guns both in stores and online.

State law bans the sale of imitation guns in realistic colours such as black, blue, silver, or aluminium, unless they have a non-removable 1in-wide orange stripe running down both sides of the barrel and the front end of the barrel.

One of the retailers sent a cease and desist letter, Walmart, was the subject of an earlier investigation by the Attorney General's office into in-store sales of such toys, which resulted in a court order prohibiting it from selling toy guns in New York State. It now appears that those sales have moved to the online marketplace.

This new investigation reveals that many prohibited toy guns, priced from less than $10 to as much as several hundred dollars, can be easily bought online and shipped into the state. The recent investigation also uncovered that at least one retailer is selling illegal toy guns in its stores.

Some of the toy guns discovered during the investigation are advertised as "realistic looking" and "full size". Since they lack the orange striping down both sides of the barrel as required under state law, these imitation rifles, shotguns and pistols closely resemble dangerous weapons and could be easily mistaken for real weapons by law enforcement and civilians alike.

Since 1997, at least four individuals have been killed in New York State, and one child was seriously wounded, when law-enforcement officers mistook toy guns for real guns.



Firing up UK pellet production

There is no slowing down airgun innovator Luke Camilleri as he announces his intention to re-establish pellet production in the UK.

Speaking to ***GTW***, Luke explained: "A few years ago we were one of the biggest manufacturers of pellets in Europe and I really miss those days.

"It has been a while since we stopped our own manufacturing but I have been busy building new machines and talking to various partners about the potential, and I have been given enough encouragement to begin production again.

"All these lead pellets have new profiles and we have registered and copyrighted the profiles."

From what Luke added, it appears that this is just the start of something big.

He continued: "We have many plans in the pipeline that we can't discuss at the moment, but once they drop then it will propel my company to a whole new level. It is very exciting and I can't wait to get started again."

Luke Camilleri
T: 0151 604 1788 (UK)
T: +33 327 745145 (France)
E: *fireballpel@aol.com*

New face

The secretariat at the European Federation of Associations for Hunting (FACE) has welcomed Mayssa Vande Vyvre as communications officer to strengthen its promotion.

Mayssa made it through a tough selection process where she demonstrated solid writing and communication skills and a strong motivation to represent the interest of European hunters.

A FACE spokesman said: "We look forward to working with Mayssa, revitalising and strengthening the FACE communications activity."
W: *www.face.eu*

This revolutionary new design is a marvel of engineering

UP-12

$1,395

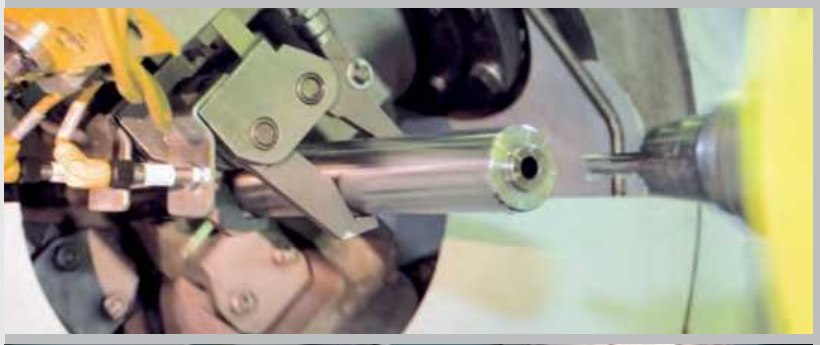


12 GAUGE

860-225-6581
info@standardmfgllc.com

16 SHOT - PUMP ACTION - DOUBLE BARREL REPEATER







HIGH QUALITY
BARRELS

MADE IN SUHL, GERMANY.

Merkel is one of the very few gun manufacturers in the world that makes its own gun barrels. What is more: many renowned gun manufacturers place their trust in Merkel and buy their barrels and different gun parts from the Suhl manufactory.

For further information or to receive an individual offer don´t hesitate to contact us at **info@merkel-waffen.de**.

MERKEL

www.merkel-die-jagd.de

Rigby heads 'down under' with Hughes

The world's third-oldest gunmaker, John Rigby & Co, has named New Zealand hunting personality Davey Hughes (pictured) as a global ambassador and distributor for all its products in the territory.

Davey, the founder and owner of the New Zealand-based Swazi outdoor clothing brand, will be creating a Rigby showroom dedicated to the London gunmaker at the firm's North Island headquarters in Levin.

Davey has hunted all over the world, from the Arctic Circle to Tanzania, and embodies the spirit of true Rigby adventure. He is a dedicated conservationist and a passionate advocate of encouraging young people to get out and experience the world's back country for themselves.



For his own adventures, Davey will now be hunting with one of Rigby's Big Game rifles in his favourite calibre, the venerable .416 Rigby.

Speaking about the partnership with Rigby, Davey said: "I am absolutely thrilled. As a young man, I dreamed of having my very own Rigby like my heroes, the great African hunters and my fellow New Zealanders, Captain 'Samaki' Salmon and Temple Perkins. This has now become a reality.

"With the release of the Rigby Big Game rifle I am certain many other New Zealand hunters will also come to realise that their dreams of hunting with a Rigby are now even more obtainable."

Rigby's managing director, Marc Newton, said the firm was delighted to have Davey on board: "It's great to have someone so charismatic and well-respected representing us around the world and helping us service customers in New Zealand. We can't wait to see what Davey will get up to with his Big Game."

John Rigby & Co
T: +44 207 720 0757
W: *www.johnrigbyandco.com*

Weapon Rack products keep on coming

Just a few years ago, Benchmaster rolled out the Weapon Rack line of ready-access pistol-storage systems but the story doesn't end there – the new ideas keep coming.

New for this year are the 12 and eight-unit racks – both regular and vertical. The latter systems mean you can remove the magazine and store it with your pistol.

The firm also designed and launched magazine racks – both six and 12 units – for 9mm double, 1911 single and .45 double stacks.

Charles Ricci, executive vice-president of Altus Brands, which owns Benchmaster, said: "We try to keep coming up with ideas to keep firearms owners organised and ready.

"Gun owners tell us they have their pistols and magazines all over the place, with few innovative products there in the market to keep them organised and ensure they have ready access, with no confusion, whether it is a bedside gun rack or an AR Mag Rack that holds 12 units."



The Weapon Rack line has now expanded to 34 items with a large variety of ready-access storage systems and pistol holders.

Charles added: "The reception of the Weapon Rack line from dealers has been encouraging and I think one of the reasons is that, for anyone who sells gun safes, it makes complete sense for them to carry Weapon Racks.

"It is a perfect 'add-on' sale and can be displayed on the safes themselves, really driving up the gross profit per square foot by not having to remove other products to fit them in their store. This makes it a win for both the store owner and the customers."

Altus Brands
T: +1 231 421 3810
W: *www.altusbrands.com*

Bow hunters target funds

The people behind one of the world's best-known bow hunting and archery sites are appealing for financial help to fight a legal battle against the site's buyer.

Robert Hoague and Richard Walton started *bowhunting.net* in 1996 but agreed to sell it to *Scout.com*, a large conglomerate of sports-oriented websites.

However, Richard claims that the contract they signed was for Scout's website purchase and an agreement for the pair to continue running the site for three years on a pay-for-performance basis. He now believes that the migration of the entire 33,000-plus-page website and associate performance did not work out properly.

He revealed: "In spite of our willingness to work with Scout we have not received any compensation since June 2014 and are, basically, broke. Over the past five months we have attempted to negotiate some kind of settlement that Robert and I could live with. However, we have been unable to do so."

The duo have secured the services of attorney Edward W Cameron, who represents the Archery Trade Association, but need financial help to push the case forward.

Richard added: "Obviously, hiring an attorney is always expensive and, due to our current financial situation, I am asking you to contribute to our BHN Legal Defense fund.

"It saddens me to ask but our choices are, walking away and losing everything we have worked for, or taking the fight to Scout Media in New York. The only way we can do the latter is through the kindness and generosity of our industry friends and family."

Donations can be made online at *www.bowhuntingnetfund.myevent.*

ACCURACY REDEFINED

MRAD



338 LAPUA MAG
338 NORMA MAG
300 WIN MAG
300 NORMA MAG
7MM REM MAG
308 WIN
260 REM
6.5 CREED

AMBIDEXTEROUS CONTROLS.
USER INTERCHANGEABLE CALIBERS.
ADJUSTABLE MATCH GRADE TRIGGER.

COMBAT PROVEN

BARRETT®

Barrett will not sell to government agencies in the State of California or New York.
Learn more at **barrett.net**



DMT celebrates 20 years of Diafold

Twenty years ago – on the heels of a boom in camping, day hiking and backpacking – DMT Diamond Machining Technology introduced a portable, lightweight sharpening stone called the Double-Sided Diafold, and it has become an invaluable and essential tool for hikers, campers, fishermen and hunters ever since.

Proven, versatile and durable, the Double-Sided Diafold earned the BLADE Accessory of the Year Award in 1998. And, with the rise in "office-bound urban men" carrying pocketknives, the sharpener is even more indispensable today.

First introduced in 1990, DMT's Double-Sided Diafold underwent a redesign in 2013 to improve sustainability and boost convenience. The "next generation" sharpener features eco-friendly packaging, which uses 93 per cent less plastic, and revamped, see-through folding handles, which protect the sharpener when not in use, collapse for pocket storage and make it easier to identify the grit combination (coarse/extra coarse, fine/coarse, extra fine/fine or extra-extra fine/extra fine).

The fundamental features of the sharpener remain the same, including two-stage sharpening (via two 4in by 1in precision-milled flat diamond whetstone surfaces) with compact convenience that requires just a few light strokes and no messy oils.

With its precision flatness, the Double-Sided Diafold provides fast, clean and consistent results every time.

Its iconic, polka-dot-patterned surface – an innovation originated by DMT and often imitated but, it says, never equalled – self-cleans during sharpening to ensure continuous edge contact.

Like all DMT products, the Double-Sided Diafold is proudly made in the USA and features the DMT Difference: superior diamond coverage and uniformity combined with unrivalled flatness.

DMT sharpeners feature the most diamonds per square inch in the industry and a proprietary process that ensures near-perfect consistency in grit size, and they are engineered to be the flattest sharpeners on the market.

Simply put, DMT says its premium sharpeners are best-in-class products with undeniable long-lasting value.

DMT Diamond Machining Technology
T: +1 508 481 5944
W: *www.dmtsharp.com*



Webley & Scott says farewell to director

British-based shotgun maker Webley & Scott has announced that Roger P Williams – well known throughout the trade and at key shows – has retired from the board of directors following the sale of his minority interest.

Roger has been actively involved in the development of Webley & Scott since August 2010 and the board has thanked him for his dedication and contribution to the company, wishing him success in his other business interests.

Webley & Scott has been at the forefront of new product development along with a focus on quality, consistency and innovation and currently has the brands of Webley & Scott, Webley and AGS within its portfolio.

The past year has seen the addition of a great range of products within the range, including the W&S Empire centrefire rifle, Webley MKVI air pistol and VMX scopes from AGS.

Webley & Scott director John Bright said: "We have a dedicated plan in place to continue to service our existing customer base, while also expanding our brands worldwide, and will continue to invest in new product development at the same time as ensuring continuity in supply and quality."

Webley & Scott
E: *sales@webley.co.uk*
W: *www.webley.co.uk*

YOUR MISSION. OUR VISION.

VISIT US AT THE ABU DHABI
ADIHEX EXHIBITION

VANTAGE.
REDEFINING VALUE OPTICS.



VANTAGE
FC | BAK-4 | Water Resistant
Available in a choice of 8x42
or 10x42 magnification



VANTAGE
BK-7 | FMC | Waterproof
Available in a choice of 24-72x70
or 20-60x60 magnification



VANTAGE
1 inch/30mm | Waterproof
39 models including side focus, illumination and
adjustable objective variations with 10 reticle options



HAWKE®

VISION ACCOMPLISHED

www.hawkeoptics.com
Born in the UK



Families unite to offer Marocchi in UK

Quality shotgun manufacturer Marocchi has appointed fellow family firm Viking Arms as the official UK distributor of its product range.

The companies first trialled a partnership during Viking Arms' dealer event earlier this year in Yorkshire, England, when Michele Marocchi displayed many of the Italian manufacturer's guns, to strong acclaim.

Strongly supported by nearly a century of experience – Marocchi has been making guns for 90 years – its name is known and respected by shooters around the world.

Still a family run business, European clay-shooting champion Michele Marocchi helps to drive the company's continual development, being the fourth generation working for the business.

Offering over-and-under and semi-automatic shotguns, the range has something for everybody at extremely accessible pricing and complements Viking's existing portfolio perfectly.

Viking Arms represents some of the world's leading manufacturers within the shooting sports and law-enforcement markets.

Its head of sales, Andy Gann, welcomed Marocchi to the Viking portfolio, and said: "We are excited to be able to offer a high-quality shotgun at a very affordable price point.

"A family-run business, just like Viking Arms, Marocchi has been at the forefront of innovation for more than 90 years."

Following the exciting news of the partnership, Viking Arms launched the brand to the public on its stand and on the Have A Go line at the CLA Game Fair in July.

They will next be on show at the South Yorkshire Game Fair in October.



Umarex USA develops Lamboy deal

Umarex USA, one of North America's fastest-growing sport and recreation shooting companies, has signed a long-term consulting agreement with Stephen Lamboy of S R Lamboy Marketing and Development.

Umarex, a global leader in the airgun and airsoft industry, has already begun working with Lamboy on strategic development of new products and markets.

Known internationally for product innovation and new market development, S R Lamboy has served the industry for more than 20 years at such leading firms as Realtree Outdoor Products, Immersion Graphics, Gamo Outdoors and Crosman Corp.

CEO Adam Blalock said: "We are pleased to have Steve Lamboy bring his talents and vision to our development team. The addition affirms our long-term commitment to be a leader in new product innovation and development in the industry."

Kahr Firearms Group settles into new home

Gun manufacturer and shooting supplier Kahr Firearms Group ceremoniously cut the ribbon at the grand opening of its new headquarters in Pennsylvania.

The construction, with offices for 20-plus employees, warehousing and shipping along with R&D engineering, was completed in just 19 months and the 40,000 sq ft building is considered as "Phase I".

Two more are in development.

The structure also houses two underground, 100-yard firing ranges, for exclusive testing and development of product lines and won't disturb neighbours or wildlife on the 620-acre site.

More than 200 people attended the event, including a string of dignitaries.

Justin Moon, Kahr Firearms Group CEO, said: "We are very proud of the long and respected reputation of our three brands (Kahr, Magnum Research and Auto-Ordnance). We are also proud that our presence in the firearms industry supports the basic freedoms that each of us has because of the Second Amendment but now is the time to focus on the future. As we continue to expand our business in Pennsylvania, we look forward to bringing jobs to Pike County and also hope that we can convince other firearms-industry companies to join us on this 620-acre property. ."

The plan for the headquarters will also include a factory outlet retail store, likely to open some time in 2016. There are no plans at this time to close plants in either Massachusetts or Minnesota.

Kahr Firearms Group
W: *www.kahr.com*

HEVI STEEL®



BANG. DEAD.



AVAILABLE IN: 12 gauge 2-3/4" • 12 gauge 3"
12 gauge 3-1/2" • 20 gauge 3"

WWW.HEVISHOT.COM

Former Taurus man heads up HPR Ammo

The man behind sweeping changes at gun manufacturer and supplier Taurus International has been named the president of HPR Ammunition.

Mark Kresser (pictured) will oversee day-to-day operations of the USA-based ammo maker's parent company, Advanced Tactical Armament Concepts, LLC (ATAC) and head up the manufacturer of handgun and popular AR and AK rifle rounds.

Jim Antich, founder of ATAC, explained: "For nearly 20 years as a firearms-industry executive, Mark has proven time and time again a unique ability for product innovation, marketing and branding, as well as exhibiting a deft hand at developing profitable multi-level partnerships, through both acquisitions and joint-venture agreements."



Mark served as CEO of Taurus from 2011 to 2014, quickly gaining a reputation for a desire to do better. He publicly acknowledged a cluttered catalogue and quality-control issues and spent the next three years paring down the product line and refining quality.

Over the course of those three years the company is thought to have generated around $260 million in revenue while also acquiring Diamondback Firearms, alongside the Taurus and Rossi brands.

However, he parted company with Taurus last July.

During his career, Mark has worked with many of the industry's leading manufacturers and is said to have been responsible for conceiving, developing and delivering to market some of the best-selling products, driving record sales during his tenure.

Mark said: "HPR ammunition has developed a strong reputation for both quality and innovation through product lines such as Black Ops and EMCON.

"I look forward to working with the great team at HPR to expand on that tradition of innovation, continuing to bring about dynamic change within the ammunition category."

SHOT organiser sponsors range day again

The National Shooting Sports Foundation (NSSF), which runs SHOT Show each January in Las Vegas, has renewed its title sponsorship of Industry Day at the Range until 2019.

Held annually the day before the opening of SHOT Show, Industry Day at the Range provides members of the press and retail, wholesale and law enforcement purchasing agents with the opportunity for the hands-on testing of firearms, ammunition and related accessories that are being introduced to the consumer market during SHOT Show.

The venture is seen as an invaluable component of SHOT Show and Cathy Williams, co-owner of Industry Day at the Range, said: "We could not be more pleased that NSSF has decided to continue its title sponsorship.



"Thanks to the NSSF, Industry Day has grown into the premier event in the shooting and hunting industry. We are proud and excited to have it on board as our long-term title sponsor as we continue to expand this fantastic event."

Last year's invitation-only day was attended by more than 1,100 members of media and 400 buyers who were able to increase their knowledge of the equipment on display by more than 170 manufacturers.

More than 500,000 rounds were expended by attendees of this exclusive hands-on event, where exhibitors of firearms and ammunition were joined by truck makers, archery-equipment crafters, knife artisans, airgun designers and others debuting their best-of-the-best new product lines.

The 2016 Industry Day at the Range will take place on January 18th at a range outside Las Vegas and, as last year, will be an invitation-only event.

Exhibitor space is still available – visit *www.shotshowrangeday.com*.

Outdoor media marks decade

The Professional Outdoor Media Association (POMA) is celebrating its 10th anniversary with a new look.

The redesigned logo is said to capture the organisation's emphasis for the traditional outdoor sports and the storytellers that keep that passion alive.

President Tom Opre said: "Following in the steps of the many changes within POMA, the board of directors asked our voting media members to decide on a logo that best reflects our current path. They overwhelmingly voted to move forward with the updated logo."

The logo captures the 'hook and bullet' inspiration behind the organisation, showcasing a fish tail emerging from the letter P and bullet moving with purpose, across the logo. The red colour makes a bold statement about the group's passion and pride.

Executive director and CEO Kevin Orthman added: "We created a logo that would visually capture the essence of our organisation – explaining who POMA is at a glance. I think it achieves that, while preserving the heritage and passion in the organisation.

"In this increasingly visual, multi-media world, I believe this new brand identity will help represent the future for POMA. I hope our membership will proudly display this moniker as a badge of honour in belonging to the most prestigious outdoor media organisation in America."

POMA
W: *www.professionaloutdoormedia.org*


www.timpini.it
Mod. Iside EM
Mod. Iside Prestige
FAIR INTRODUCING
ISIDE
visit:
www.fair.it
info@fair.it
F.A.I.R.® srl
X-CONES
PROOF STEEL SHOT
TECHNICHOKE
SINCE 1971
FAIR
HUNTING MODEL
100 % ITALIAN MADE
Distributors wanted. Please, contact marketing@fair.it



Proud American pump-actions

With over 10 million of its 500 model sold alone, few companies are as well versed when it comes to pump-action shotguns as Mossberg. Ruggedness, innovation and a huge product range are all keys to its success.

The origins of Mossberg lie in the Värmland region of Sweden, near Svanskog.

It's here that the company's founder, Oscar Frederick Mossberg, was born in 1866. At 20 years of age, Oscar decided to try his luck elsewhere and emigrated to the United States.

Guns were never far away in his career. First as an employee, later as an entrepreneur, when in 1919 he founded O F Mossberg & Sons, together with his two sons, Iver and Harold.

Beginning in 1919, firearm production consisted of a four-barrelled, .22-calibre handgun known as the Brownie.

Following the success of the Brownie, .22-calibre rifles, shotguns and riflescopes were developed, spawning a period of diversification within the sporting-goods market.

Mossberg was soon producing gun racks, golf clubs, campers and sailboats, while maintaining the core sporting-firearms business.

The company has remained a family owned business to this day and is the oldest family owned firearms manufacturer in the whole of America.

Since 1967, Oscar's grandson, Alan, has driven the company to the success it has enjoyed over the decades. Today, Alan serves as chairman and his son, another Iver, now presides as the company's CEO.

The company's Swedish roots can still be traced in its logo, which features the yellow/blue national flag of Sweden.

Breaking new ground

Early in its manufacturing history, Mossberg had already begun to earn the reputation for manufacturing "more gun for the money," producing dependable firearms at an affordable price.

Mossberg is also known for its ground-breaking innovations, serving as the first to develop and offer custom-



type features as standard offerings.

Some of these 'firsts' include Monte Carlo-style stocks, moulded trigger housings, spring-loaded, quick-release swivels, the first 3½in-chambered, 12-gauge shotgun ever developed and manufactured and the first long-gun manufacturer to be ISO 9001 certified.

Never content with the status quo, Mossberg constantly strives to improve and update the capabilities of its products.

In accomplishing this goal, it recognises that each improvement is a part of the "Shooting System" approach.

This means most improvements are designed to fit the shotgun sold years ago, as well as being featured on a brand-new one. Breaking ground on another level, as an advocate of safety, Mossberg was also one of the very first manufacturers to include a cable lock with each new gun sold.

While the corporate headquarters remains in North Haven, Connecticut, Mossberg moved nearly all of its firearms production to Texas. The Eagle Pass production facility boasts 156,000 square feet of factory space, employing nearly 500 people. Today more than 90 per cent of all Mossberg guns are produced in this Texas facility.

Pump shotguns galore

Mossberg claims to be the largest pump-action-shotgun manufacturer in the world. With over 100 design and utility patents to its credit, it can certainly be considered as one of the most innovative firearms manufacturers.

The breadth and depth of the shotgun range, while not even mentioning its rifle and pistol offering, is impressive to say the least.

In pump-action shotguns, Mossberg's iconic 500 has been with us for more than 50 years. No less than 10 million, and counting, of these pump shotguns have been sold.

Through the years the 500 has proven itself to be one of the most versatile and reliable shotgun platforms available, offering a model to fit every season, every application and every user, from hunters to law agencies, to military worldwide. The hunting range of the 500 alone features 60 available setups.

The 590A1 pump-action shotgun was selected by the US armed forces after passing the rigours of its MilSpec qualification. These are the shotguns that front-line personnel worldwide trust with their lives, every single day.

These are available in 21 models with an 18½in barrel in a six-shot configuration and a 20in barrel in a nine-shot configuration.

All feature MilSpec construction with Parkerised or Marinecote finishes on heavy-walled barrels, metal trigger guards and safety buttons.



> Mossberg regularly teams up with other industry greats. For example, by offering specific models factory standard with Magpul SGA stocks and MOE forends.

Select models feature tactical tri-rail forends, six-position adjustable stocks, Picatinny top rails and speciality sight packages.

Mossberg kept true to its reputation when introducing the world's first 3½in pump shotgun, the 835 Ulti-Mag.

This gun manages the most punishing magnum loads with overbored and ported barrels for better shot patterns and reduced felt recoil for quicker follow-up shots. It is available in 19 models ranging from turkey to waterfowl, slug and two-barrel combo.

The 535 ATS models, meanwhile, are also capable of managing the most powerful 3½in loads while featuring a lighter weight than the 835 models.

Closing the pump-action line-up is another of Mossberg's mainstay models. Maverick 88 shotguns deliver exceptional value in seven models across all-purpose, slug and security applications.

Young guns

From EZ-Reach forends located closer to the receiver to its innovative super-bantam stock spacer adjustment system designed to grow with the shooter and shorter barrels, Mossberg is one of the industry's strongest advocates for promoting safe, enjoyable youth recreational shooting.

Youth shotguns feature 23 models, ranging from 12-gauge to 20-gauge and .410 bore. What's more, each 12 and 20-gauge Bantam model includes a factory discount coupon towards a standard-sized replacement stock.

Special series

Alongside its regular line-up, Mossberg frequently launches special series. Most notable is its L Series pump-actions based on the 500/590/590A1 family, featuring fully left-hand functioning while still being compatible with standard Mossberg accessories, including stocks, grips, sights, and rails.

Mossberg regularly teams up with other industry greats. For example, by offering specific models factory standard with Magpul SGA stocks and MOE forends.

Another example is its turkey guns with Marble Arms Bullseye sights. And, famously, it joined forces with the Duck Commander team, known from the TV series, to create a series of dedicated Duck Commander-branded guns with a range of action types, chambers, barrels and finishes to suit any hunter's taste. GTW

O F Mossberg & Sons
T: +1 203 230 5300
W: *www.mossberg.com*

NORICA®

Airguns Since 1917

EVOLUTION



NEW

AIRGUNS WITH BULLBARREL

DRAGON GRS EVOLUTION

SURE SHOT

noricaofficial

www.norica.es

Eibar Airgun Trading Company, S.L. Pol. Pagatza 2D • 20690 Elgeta (Gipuzkoa) Spain • t (+34) 943 788 202 • f (+34) 943 788 112 • info@norica.es





What Cecil the lion means for our trade

Cecil the lion is dead. Exactly what went on and who is ultimately responsible is still under question but the furore over his death will affect our sport. Rick Sapp presents the American view.

The circumstances surrounding the shooting of Cecil, the 13-year-old black-maned lion, the specifics of how and where he was taken by American bow hunter Walter Palmer and his Zimbabwe guide, Theo Bronkhorst of Bushman Safaris, may never be perfectly known.

What is known is that the event will almost certainly have dramatic and long-term effects on Walter and Theo and perhaps on big-game hunting as well, and thereby on the entire shooting sports industry.

In the 1960s, when bow hunting pioneer and archery innovator Fred Bear hunted Africa, Asia and the Arctic, he travelled with national celebrities, film crews and movie stars.

His lion, tiger and elephant hunts were celebrated in consumer magazines that sold throughout the world. That era, which began a century earlier, is over.

And what are the consequences of Cecil's death for those of us who hunt, who shoot for pleasure or competition, and who may collect firearms and related memorabilia? Here are a few considerations.

Immediacy

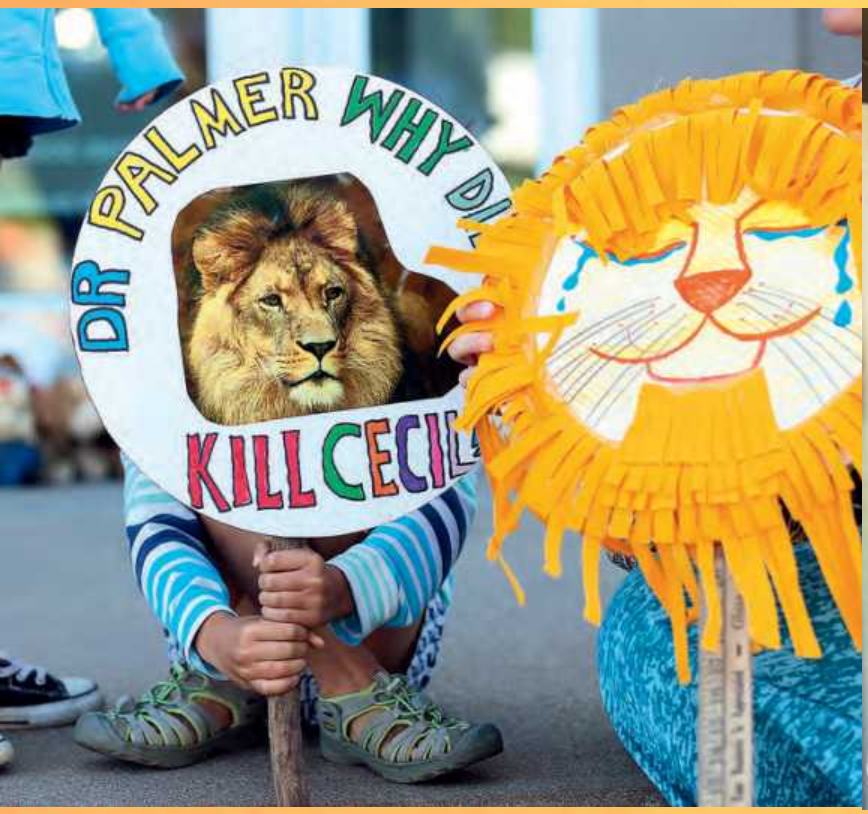
Unlike newspapers and magazines, the internet is a blessing and a curse. It allows news, opinion and information to circle the world in an instant. Unfortunately, it also affords rumour, innuendo and propaganda the same immediacy.

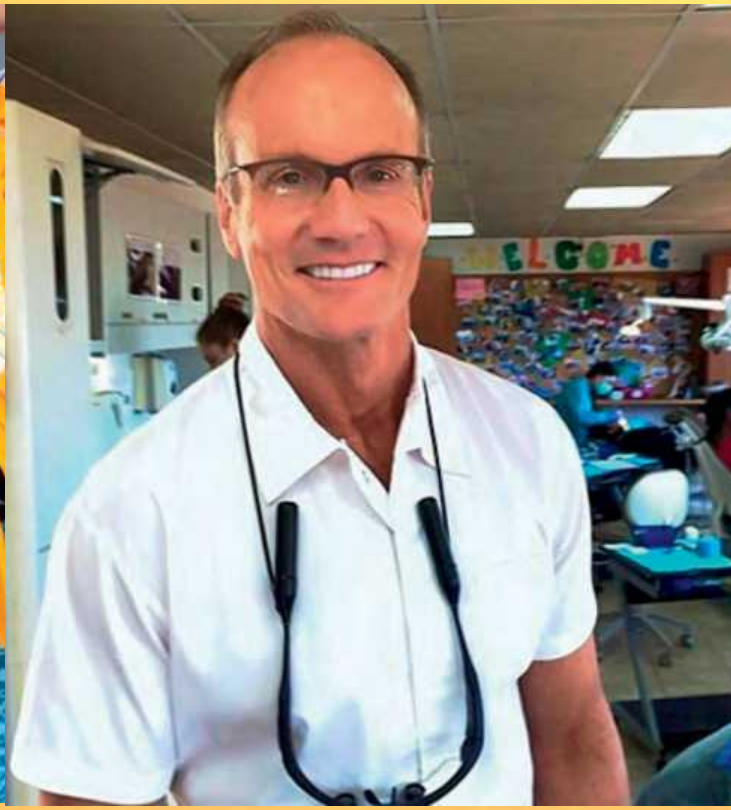
There is no longer a communication cushion, no allowance for tempers to cool or facts to be gathered before decisions are made, mobs formed and regrettable actions taken.

Anonymity

The internet gives anyone who has access to a computer modem, rich or poor, the well-informed as well as hotheads and the not-so-brilliant, a public forum. In many venues, the commentary can be anonymous or posted with pseudonyms and avatars.

This allows individuals to say practically anything without fear of consequences or personal repercussions. The internet is a tool, like a gun or bow, but it can also be used as a weapon.





Distance

"I am in favour of having a hunting season on Walter Palmer," wrote one Brian McNab, a resident of Gainesville, Florida, USA, on Facebook, "but I think that his death should be as painful and slow as possible and then he should be skinned, which should be mounted on a wall."

What would cause someone who, presumably, never met Walter Palmer, never heard of him before this incident, to post something so vile in a public forum?

Distance allows for safe outrage… without a requirement for either action or actual personal involvement. Judging by responses to online stories and continuing posts on social media, individuals who live thousands of miles from Walter Palmer's Minnesota home and business, who have never visited Africa beyond perhaps their local zoo, have risen to incredible heights of hysteria to condemn the shooting of African animals.

Distance, like anonymity, equals shelter from the consequences of one's words. Most recently, Palmer's vacation home in Florida was vandalised.

Animal cruelty

A century or so ago it was a common pleasure to watch a stubborn mule being beaten or to place a wager on a dogfight. Seeing a horse whipped in Australia or a dog buried alive in France would today cause many people to pull out a cellphone and record the incident, then call law enforcement and release their footage to animal-cruelty investigators.

To personally and physically intervene could put one in danger of assault.

Richard Sharpe wrote about big-game hunting and the Dallas Safari Club on Google Reviews: "It was with great joy that I read that [professional hunter] Ian Gibson was crushed to death by an elephant in Zimbabwe, he was just another big man with a small dick who likes to murder innocent animals for fun, but karma got him. We need more deaths like this."

For most individuals in the animal-welfare camps, hunting (or trapping) for purposes other than food – what they refer to as "sport hunting" – is as evil as drowning a litter of kittens.

Animal activists

The animal-welfare and animal-rights movements – they are not quite the same – are strong and growing; they are vocal and well-funded in the developed countries of Europe, Anzac and North America.

Millions of individuals who would not commit a farthing to relieve the suffering of millions of people following the 2004 Boxing Day tsunami, in which an estimated 300,000 people died, will passionately contribute to shelter homeless cats, to feed packs of stray dogs, to hire undercover investigators to video harsh farm and ranch conditions.

The 'divergence'

It is easy these days to identify with helpless animals, to become irate at mistreatment. Hunters and conservationists share this sentiment. We would not tolerate the torture of a caged bear, yet hunting a wild and free bear legally and ethically over a bait pile or following a pack of baying dogs is different – to us.

It is not clear that many hunters have come to philosophical terms with this divergence but it is clear that no anti-hunters understand or accept it.

US television host and comedian Jimmy Kimmel broke down while speaking about the death of Cecil the lion during his TV show. In an impassioned on-air rant, Kimmel addressed Walter Palmer: "The big question is, why are you shooting a lion in the first place? I'm honestly curious to know why a human being would be compelled to do that. How is that fun? Is it that difficult for you to get an erection that you need to kill things?"

A foreign guest hunter like Walter Palmer pays to hunt, and will sometimes kill, a single individual in a population. Palmer reportedly paid upwards of $50,000 for his lion hunt. A 10-day photo safari in Botswana will cost a tourist $10,000.

A fundamental disagreement between hunters and anti-hunters is how to value the sacrifice of one animal against the benefits to the population. For impoverished African game departments such as that in Zimbabwe, this is a significant issue. Fees from guest hunters allow African





departments to pay for activities such as anti-poaching patrols.

Emotional disconnect

The further the general populations of the developed countries stray from the mechanics of growing and raising their own food, the greater their attachment to issues such as 'animal rights' become.

Animal activists have no concept of or patience for 'the thrill of the hunt'. To this crowd, the idea that a hunter might become excited when he or she stalks a big-game animal, or when the matador waves the cape to entice the Iberian bull to charge, or when an Atlantic blue marlin hits a lure and strains the rod, is incomprehensible… and unacceptable. (Thus these activists taunt about hunters' sex drive. See the Kimmel quote, above, a common slur.)

Animal extremists want the above activities halted along with the use of animals in a circus, their maintenance in a zoo and the keeping of pets in the home. For these individuals, it is not a severe leap of imagination to give passports to dogs and cats, citizenship in the European Union, the right to sue for better food in the USA. (If humans would only go away, stop that immoral dancing and singing…)

Anthropomorphising animals

Surely it began long before Walt Disney's Bambi or Kipling's Baloo. Naming animals such as Cecil the lion or Flipper the dolphin, or even imaginary animals such as Jim Henson's Kermit the frog, could be as old as storytelling itself.

Yet something has changed since the days when animals were working partners in farming, hunting and transportation.

At least something has changed in the developed world of Western Europe and North America where the overwhelming outrage has been expressed for Cecil. (There is little or no outrage in Africa and one suspects that the repressive regime of Robert Mugabe in Zimbabwe has quickly climbed aboard the bandwagon because it envisions millions of sympathetic donor dollars.)

It is primarily in Western Europe, Anzac and North America where residents have the luxury to separate themselves from the source, the production of their food and, thus, we can routinely expect indignation from these regions.

Johnny Rodrigues, head of the Zimbabwe Conservation Task Force (ZCTF), told the BBC that Cecil "never bothered anybody" and was "one of the most beautiful animals to look at." The ZCTF is a family owned business that gives the appearance of being government-sanctioned. It sells memberships, trinkets and a newsletter. It is not rated by Charity Navigator. (In response, America's rock-and-roll NRA board member Ted Nugent responded, in part: "God, are people stupid!")

Poaching

That wildlife in Africa is threatened is understood; the causes, however, are often not. Big-game poaching is a serious option on a continent where starvation and extreme, unrelenting poverty are rife, from the Mediterranean to the Antarctic. More rhinoceros horns and elephant tusks are cut from animals shot with AK-47s each year than have ever been killed by 'sport hunters'.

According to the African Wildlife Foundation: "At current poaching rates, elephants, rhinos and other African wildlife may be gone within our lifetime."

Tusks and horns are smuggled out of Africa to Islamic nations where they are made into decorative household and personal items, and to Asia where, in a powdered form, they are believed to contain medicinal or magical properties.

Walter Palmer paid more than $50,000 for the legal, government-sanctioned right to hunt a lion in Zimbabwe. Yet, the anti-hunting animal-protection crowd persists in calling him a poacher. This headline ran in radical left-wing *Salon.com*: "Lion-poaching dentist Walter Palmer isn't a first-time offender – he knew what he was doing."

If we can't keep our language and reporting correct, how will we ever determine truth from falsehood, fact from fiction or honesty from propaganda?





The African dilemma

African safaris were romanticised in the 19th and the 20th centuries. Today the classic writers – Hemingway, Roosevelt, Ruark, Capstick – would have difficulty finding that mass audience that treasured their adventures.

The nature of the African dilemma has changed since Winston Churchill hunted Kenya with professional hunter Jack Riddell a century ago. At that time, sub-Saharan Africa was still a relatively wide-open, colonial continent filled with big game.

Known as 'white hunters', professional guides were free with their shooting and drinking allowance. Even the high priests of bow hunting, Art Young and Saxton Pope, flung arrows haphazardly.

Amid bursting populations, the 21st century 'dark continent' struggles to find a place for wildlife. Depending upon your point of view, Africa is:

A – an emerging continent of 54 nations and 2,000 languages and dialects with enormous commercial and human potential or…

B – a hopelessly impoverished continent of never-ending ethnic and religious strife.

Either way, the lions, the wildebeest, the antelope that have for centuries attracted hunters around the world will soon vanish.

And so, this…

Walter Palmer shot his lion with a crossbow and finished it with a rifle, so no hunting or shooting camp is immune to waves of international indignation. And, although most shooting-sports manufacturers, organisations and we private individuals would prefer to keep our heads down during this crisis, there are already waves…

Safari Club International (SCI) quickly suspended the membership of Palmer and guide Theo Bronkhorst pending, it said, "a full and thorough investigation" into the lion's death.

The club said: "Those who intentionally take wildlife illegally should be prosecuted and punished to the maximum extent allowed by law." This is a stance that most hunters – gun or bow – and hunting organisations also support and which anti-hunters and animal activists choose to overlook.

Bronkhorst, a licensed professional, faces criminal investigation in Zimbabwe. He allegedly strayed – purposefully or accidentally – into a prohibited zone and attempted to destroy Cecil's tracking collar. That nation has also requested that Palmer be extradited for questioning.

A group of airlines – American, Delta and United – have now banned hunting trophies from baggage "if they are from endangered species." (Notably, the African lion is not on the USFWS endangered species list.) American Airlines specified buffalo, leopard, elephant, lion and rhinoceros trophies. "With the announcements from Delta and United, the momentum is clearly on our side," said Wayne Pacelle, president and CEO of the Humane Society of the United States (HSUS). "The airlines should not provide a getaway vehicle for trophy hunters' larceny."

British Airways, Brussels Airlines, Iberia Airways, IAG Cargo, Singapore Airlines, Qatar Airways, Qantas, Emirates, Etihad and Lufthansa have all agreed to ban shipments of big-game trophies, according to SCI.

Maybe the Cecil affair is only a tempest in a teapot and will soon expend its emotional energy. But this is a time for us hunters and shooters to reflect and to ask ourselves the hard questions, to prepare for that day when we are grilled about why we shoot lions.

This is a time for all of us to prepare for that day when we are asked what really happens to the carcass of a warthog or an elephant that we kill on safari. Prepare our responses for the day when we are challenged about the 'thrill' of hunting and shooting.

Maybe we should take the Cecil affair as an opportunity for self-examination and to realise that shooting and hunting will increasingly be challenged.

Unlike Walter Palmer, who has barricaded his home and business and fled from public view, we must stop hiding and make a forceful, positive statement that we shoot, we hunt and we are no longer apologising. GTW

SPOTLIGHT ON **SHOTGUNS**



Spoilt for shotgun choice

As shotguns remain a staple product for most gun shops, the shooting world has never seen as wide a range to choose from as today.

Long gone are the days when one shotgun, preferably a 12-gauge over-and-under, was the go-to universal gun for all your hunting and clay-shooting needs.

As sales of this type of gun continue steadily, without any spectacular leaps or bounds, the trade has increasingly become aware of the need to cater for specific market niches to improve sales.

Already having a 12-gauge over-and-under, why bother buying a second or third gun of the same style?

Getting a camouflaged semi-automatic for pigeon shooting, that cool 11in collapsible stocked pump-action or a 34in high-rib trap gun is something else altogether. Without a doubt, offering people different tastes and flavours makes them want to buy.

Gauging the market

The trend for smaller gauges that picked up some years ago is still going strong. Guns from 20-gauge to .410 are in demand, from the budget to the luxury end of the market.

In the medium to high-end side-by-side market, for example, 20-gauge is today's star. The same idea as above applies: If you already own a pair of 12-gauge guns, maybe it would be fun to treat yourself to a nice pair of 20-gauges to switch from time to time.

At the other end of the gauge spectrum, 3in chambers have become the norm in 12-gauge guns; even 3½in is in demand for those willing to pay the extra price of recoil and ammunition.

Not sluggish

Whereas shooting slugs in shotguns used to be considered as a poor alternative for not having a rifle, slug guns aren't exactly sluggish anymore.

Manufacturers have been working hard on triggers, barrels, stocks and sights to get the most out of their slug guns. Dedicated slug guns truly have come a long way and are now capable of pinpoint accuracy at 100 yards. They are great alternatives for areas where rifle hunting is not allowed.

Fit for a lady

More and more women take up our sport. With all these ladies heading to the shooting

SHOTGUN SURVEY RESULTS

BEST-SELLING BRANDS

(in no particular order)

Browning	Kreighoff
Beretta	Perazzi
Remington	Lincoln
Mossberg	Revo
Winchester	Bettinsoli
Baikai	Weatherby
ATA	Lanber
Fabarm	Yildiz
Fausti	Webley & Scott
FAIR	Armsan
Miroku	Investarm
Benelli	Franchi
Caeser Guerini	Silma
Hatsan	Laurona
Marocchi	Zabala
Breda	Rizzin
Verney Carron	Grulla
AYA	Masai Mara

PAST YEAR CLAY-TARGET SHOTGUN SALES

UP	43%
DOWN	19%
SAME	38%

PAST YEAR GAME/FIELD-HUNTING SHOTGUN SALES

UP	24%
DOWN	19%
SAME	57%

PAST YEAR SALES OF SMALLER-GAUGE

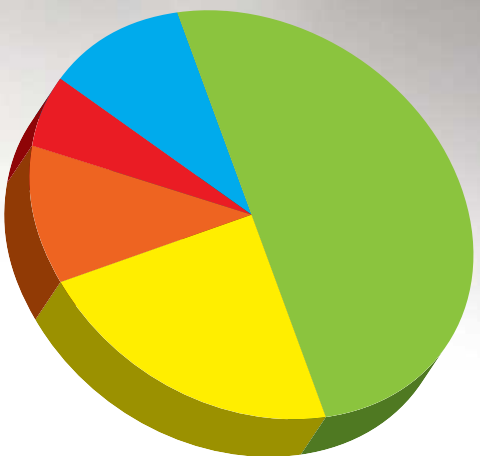
UP	30%
DOWN	20%
SAME	50%

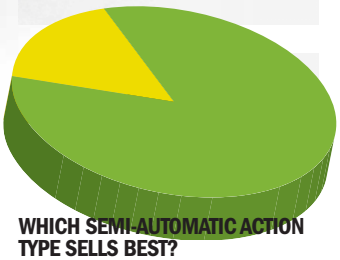
NUMBER OF LADIES BUYING SHOTGUNS

UP	53%
DOWN	11%
SAME	36%

AVERAGE PERCENTAGE OF SHOTGUNS SOLD PER YEAR

1 to 50	50%
51 to 100	22%
100 to 150	11%
151 to 200	6%
200+	11%



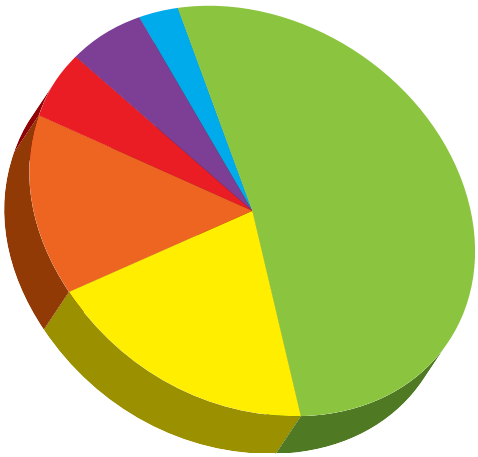


WHICH SEMI-AUTOMATIC ACTION TYPE SELLS BEST?

Gas operated	83%
Inertia operated	17%

WHAT WAS THE MAIN PURPOSE THAT THE SHOTGUN WAS BROUGHT FOR?

General field hunting	52%
Clay-target shooting	19%
Personal/home defence	14%
Wildfowling	6%
Driven game	6%
Practical/tactical	3%



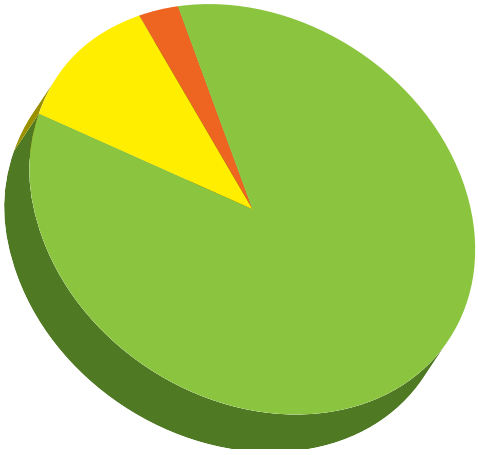


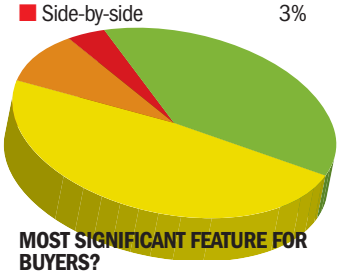
WHICH TYPE SELLS BEST FOR GAME & FIELD HUNTING?

Over-and-under	52%
Semi-automatic	33%
Pump-action	12%
Side-by-side	3%

WHICH TYPE SELLS BEST FOR CLAY-TARGET SHOOTING?

Over-and-under	85%
Semi-automatic (gas-operated)	12%
Semi-automatic (inertia-operated)	3%





MOST SIGNIFICANT FEATURE FOR BUYERS?

Price	38%
Brand/make	48%
Handling qualities	10%
Features	4%



ranges and out in the fields, they obviously need guns tailored to their needs and body configurations, not to mention taste.

Half-hearted attempts to just shorten stocks or offering youth models to women shooters simply doesn't cut the cake anymore.

Brands have sprouted up designing and making guns with women shooters and nothing but women shooters in mind, without making any compromises.

Tactical approach

As this month's Great Gear feature on page 36 points out, tactical shotguns remain bestsellers.

Following the black rifle trend, black guns are more popular than ever, closely followed by all the tactical accessories currently on offer. Noteworthy is that in the wake of AK-styled shotguns, several manufacturers have introduced AR-style semi-automatic shotguns as well.

Getting started

As each year sees new hunters and shooters taking up the game, a lot of shops offer package deals for first-time licence holders. For example, a shotgun with a safe, or a shotgun with a certain number of shells. Shotguns remain a mainstay product in most shops and a necessity for a lot of first-timers. This is your chance to lure them in to your shop and have them returning in future.

Design rethink

Alongside finding new niches, manufacturers are rethinking shotgun design altogether. When, for example, Benelli launched its first-ever over-and-under, the 828U, it had completely re-imagined the concept of this type of shotgun from butt to barrel and introduced several innovations.

Beretta, meanwhile, joined forces with renowned designer Marc Newson to create a unique and instantly recognisable take on a traditional rounded-action side-by-side.

Most striking are the edgeless receiver and wooden bridge separating the safety/selector from the receiver.

Italian manufacturers are currently leading the way in over-and-under design. Another proof is the Invictus system Caesar Guerini introduced. Not so much a visible design feature, this new system completely changes the way the barrel and action lock together when the gun is closed, making the whole system stronger.

Guerini made all locking surfaces on its Invictus guns modular, creating a gun that is many times more durable than a traditional over-and-under shotgun.

Opportunities breed sales

In an effort to promote shooting sports and sell more guns, it's important that shooters are given as many opportunities as possible to shoot and try out new guns.

Examples abound of brands, even individual shops, hosting clinics to get to grips with all these new niche products.

A wildfowl event in the Netherlands springs to mind, where hunters could try out various semi-automatic shotguns and had a clinic on how to improve their shooting techniques as well. This kind of event certainly helps to get the message across and gets the till ringing as well. GTW





AROUND THE **WORLD**

Shotguns have universal appeal thanks to their versatility, covering everything from single barrels to semi-autos, from over-and-under competition guns to fine English side-by-sides worth the price of a small house.

01

USA

There seems to be no sign of the USA's major role in the shotgun market lessening, especially with around 86 million of them owned by the general public. Indeed the US gun ownership rate is 88 per 100 people, the highest in the world.

The USA's openness to gun ownership massively benefits manufacturers and distributors worldwide because, despite the importance of domestic market brands, the country imports a good number of guns (for example, 339,049 shotguns in 2011, including semi-autos, pump-actions and over-and-unders). For many years sales grew, but the boom time has been pegged back somewhat this year to 'normal' levels.

02

South Africa

South Africa in particular provides many opportunities for gun sports, featuring a wide variety of game, hence the many tour companies dedicated to shooting holidays that aim to provide experience by combining these varied forms of shooting.

Options for winged game include decoyed ducks, wild guinea fowl flushed by beaters, francolin flushed by English pointer dogs plus several varieties of dove.

The huge number of clubs means that the clay-target shooter will find plenty to occupy them as well, plus being part of a recognised club aids with the licence application process.

Firearms can also be owned for self-defence and this is likely to be the primary purpose for ownership across most of the continent. In particular, this allows for a semi-auto or pump-action shotgun to be owned (despite not being permitted for target practice in South Africa).

One important point for the South African market is that, at present, there is no domestic ammunition maker, so all ammunition is imported.

03

UK & Europe

The UK, although once a major gun producer, particularly for fine side-by-sides, appears to lag in terms of ownership, at least on international terms – with an estimated 1.6 million shotguns in civilian use.

Production is now limited to top-end, handmade-to-order models that are highly sought after by those able to afford them.

Despite this, the gun industry, generally, contributes £2.5 billion to the country's economy each year, hence the frequent calls for reduction of unnecessary barriers and red tape.

Continental Europe, however, has the benefit of a diverse range of countries with differing gun cultures; obvious examples being Italy – still seen as the heart of gun manufacturing – Germany, France, Spain and Belgium. In Scandinavia, which has a strong hunting interest, Sweden and Finland seem to stand out with average totals of 915,000 and 600,000 respectively for all civilian shotguns.

It is Turkey, however, on the fringe of Europe, that shows some of the strongest signs of growth, with many makers investing in the latest manufacturing equipment, allowing them to have made strong inroads into the established markets of Europe and America. Eastern Europe is much smaller in shotgun ownership terms but aforementioned manufacturers in Turkey would suggest that there is scope for growth here.

04

Asia

At first glance, the sheer volume of guns in both India and China seems striking (46 million and 40 million civilian firearms respectively), although, due to these countries' vast populations, the rate of ownership cannot compare with the USA.

The relative lack of presence of gun sports in these countries would suggest that the firearms are being purchased for security purposes (the versatility of the shotgun means that civilians often utilise them for this purpose), with the vast majority of the firearms in this region being unregistered.

Both have some gun manufacturers but they rarely compete with the big boys from Europe and the USA. However, with such large populations these countries have significant growth potential.

One country unlikely to show growth any time soon (at least without a significant change in legislation) is Japan, where there are only an estimated 710,000 civilian firearms, the vast majority of which are shotguns.

A gruelling application process for a gun licence, including written and practical tests, as well as medical examinations, means that few are inclined to own a shotgun despite the fact that it is legal for hunting and sport shooting.

As a result, there is high demand from Japanese tourists for shooting opportunities overseas, and many specialists in the US target this market for tailored holidays.

MATRIX OF SUPPLIERS - SHOTGUNS

SPAIN
Aguirre y Aranzabal (AYA)
E: aya@aya-fineguns.com
W: www.aya-fineguns.com

TURKEY
AKKAR
E: export@akkar.com.tr
W: www.akkar.com.tr

TURKEY
Armsan Silah
E: info@armsan.com
W: www.armsan.com

SPAIN
Arrieta
E: info@arrietashotguns.com
W: www.arrietashotguns.com

TURKEY
ATA Arms
E: info@ataarms.com
W: www.ataarms.com

RUSSIA
Baikal
E: worldlinks@baikalinc.ru
W: www.baikalinc.ru or imzcorp.com

ITALY
Benelli
E: partners@benelli.it
W: www.benelli.it

ITALY
Beretta
T: +39 030 8341 1
W: www.beretta.com

ITALY
Bernadelli Giulio
E: info@bernadelli.it
W: www.bernadelli.it

ITALY
Bernadelli Vincenzo
E: bernadelli@bernadelli.com
W: www.bernadelli.com

ITALY
Bettinsoli
E: info@bettinsoli.it
W: www.bettinsoli.it

GERMANY
Blaser Jagdwaffen
E: info@blaser.de
W: www.blaser.de

UK
Boss & Co
E: info@bossguns.com
W: www.bossguns.com

ITALY
Breda
E: info@ bredafucili.com
W: www.bredafucili.com

BELGIUM
Browning
E: gael.bienfait@browning-int.com
W: www.browning-int.com

ITALY
Caesar Guerini
E: info@caesarguerini.it
W: www.caesarguerini.it

USA
Charles Daly
E: info@charlesdaly.com
W: www.charlesdaly.com

FRANCE
Chapuis Armes
E: info@chapuis-armes.com
W: www.chapuis-armes.com

ITALY
Chiappa Firearms
E: info@armichiappa.com
W: www.armichiappa.com

USA
Connecticut Shotgun Mfg Co
E: galazan@msn.com
W: www.connecticutshotgun.com

ITALY
Cosmi Americo & Figlio
E: cosmi@cosmi.net
W: www.cosmi.net

ITALY
Effebi SRL
E: info@effebisrl.eu
W: www.effebisrl.eu

UK
EJ Churchill
E: info@ejchurchill.com
W: www.ejchurchill.com

ITALY
Fabarm
E: info@fabarm.com
W: www.fabarm.com

ITALY
FAIR
E: marketing@fair.it
W: www.fair.it

ITALY
Falco
E: info@falcoarms.com
W: www.falcoarms.com

ITALY
Famars
E: info@famars.com
W: www.famars.com

AUSTRIA
Fanzoj
E: office@fanzoj.com
W: www.fanzoj.com

ITALY
Fausti Stefano
E: info@faustistefanoarms.com
W: www.faustistefanoarms.com

AUSTRIA
Ferlacher Waffen
E: office@ferlacherpraezision.com
W: www.ferlacherpraezision.com

USA
FNH USA
E: sales@fnhusa.com
W: www.fnhusa.com

ITALY
Franchi
E: info@franchi.com
W: www.franchi.com

ITALY
Renato Gamba
E: infocomm@renatogamba.it
W: www.renatogamba.it

SPAIN
Garbi
E: info@armasgarbi.com
W: www.armasgabi.com

SPAIN
Grulla Armas
E: usobiaga@grullaarmas.com
W: www.grullaarmas.com

TURKEY
Hatsan Arms
E: info@hatsan.com.tr
W: www.hatsan.com.tr

UK
Holland & Holland
E: pierre.bernstein@hollandandholland.com
W: www.hollandandholland.com

UK
Holloway & Naughton
E: afharvison@hollowaynaughton.co.uk
W: www.hollowaynaughton.co.uk

USA
Harrington & Richardson
T: +1 (866) 776 9292
W: www.hr1871.com

TURKEY
Huglu
E: export@huglu.com.tr
W: www.huglu.com.tr

ITALY
Investarm
E: info@investarm.it
W: www.investarm.com

USA
Ithaca Gun Co
E: contact@ithacagun.com
W: www.ithacagun.com

SPAIN
Kemen
E: sales@kemenarmas.es
W: www.kemenarmas.es

TURKEY
Khan Shotguns
E: info@khanshotguns.com
W: www.khanshotguns.com

TURKEY
KOFS Firearms
E: info@kofs.com.tr
W: www.kofs.com.tr

TURKEY
Komando Av
E: info@komandoav.com
W: www.komandoav.com

TURKEY
Kral Av
E: info@kralav.com
W: www.kralav.com

UK
Longthorne Gunmakers Ltd
E: enquiries@longthorneguns.com
W: www.longthorneguns.com

GERMANY
Krieghoff
E: info@krieghoff.de
W: www.krieghoff.de

SPAIN
Laurona/Zabala
E: info@lauronazabala.com
W: www.lauronazabala.com

TURKEY
Leader Arms/ Alpha Arms
E: sales@lideravtufek.com.tr
W: www. lideravtufek.com.tr

BELGIUM
Lebeau-Courally
E: info@lebeau-courally.com
W: www.lebeau-courally.com

USA
Legacy
E: sales@legacysports.com
W: www.legacysports.com

ITALY
Marocchi
E: info@marocchiguns.com
W: www.marocchiguns.com

GERMANY
Merkel
E: info@merkel-waffen.de
W: www.merkel-waffen.de

USA
Mossberg
E: marjoriehart@mossberg.com
W: www.mossberg.com

JAPAN
Miroku
Distributed internationally by Browning International

ITALY
Perazzi
E: info@perazzi.it
W: www.perazzi.it

USA
Remington
E: info@remington.com
W: www.remington.com

USA
Retay Arms
E: info@retayarms.com
W: www.retayarms.com

ITALY
Rizzini
E: rizzini@rizzini.it
W: www.rizzini.it

USA
Rossi
E: via website
W: www.rossiusa.com

USA
Ruger
E: info@ruger.com
W: www.ruger.com

TURKEY
Sarsilmaz
E: sarsilmaz@sarsilmaz.com
W: www.sarsilmaz.com

USA
Savage Arms
E: info@savagearms.com
W: www.savagearms.com

ITALY
Sabatti
E: info@sabatti.it
W: www.sabatti.com

ITALY
Salvinelli
E: info@armisalvinelli.it
W: www.armisalvinelli.com

ITALY
Silma
E: info@silma.net
W: www.silma.net

SPAIN
Ugartechea
E: ugartechea@ugartecheashotguns.com
W: www.ugartecheashotguns.com

USA
Weatherby
E: bruddel@weatherby.com
W: www.weatherby.com

UK
Webley & Scott
E: roger@webley.co.uk
W: www.webley.co.uk

UK
Westley Richards
E: sales@westleyrichards.co.uk
W: www.westleyrichards.com

UK
William Evans
E: sales@williamevans.com
W: www.williamevans.com

USA
Winchester Repeating Arms
E: sales@winchesterguns.com
W: www.winchesterguns.com

TURKEY
Yildiz
E: info@yildizshotgun.com
W: www.yildizshotgun.com

ITALY
Zoli
E: info@zoli.it
W: www.zoli.it


RETAY
the dreams are coming true
Time to
Masai Mara
step by step
Masai mara
Masai mara
www.retayarms.com



Nothing standard about these guns...

Standard Manufacturing Company is a highly reputable, US-based tactical-firearms maker. However, its products, especially its latest double-barrel pump-action shotgun, are continually enhancing its reputation.

Located in New Britain, Connecticut, Standard Manufacturing Company operates out of a 100,000-plus sq ft facility that is quietly nestled in the middle of an industrial district.

The main focus for Standard Manufacturing is to manufacture innovative and unique tactical weapons to compete with the ever-changing firearms market.

The company operates with a state-of-the-art manufacturing facility, a highly trained firearms engineering staff and the finest group of gunsmiths from the United States and throughout the world.

THE GUNS

The company's first product was actually a half-size rendition of the Tommy Gun, the Thompson Model 1922, .22 Long Rifle.

This semi-automatic rifle is completely machined out of aircraft-grade aluminium and the well-known Tommy Gun is aimed at the enthusiast of the original .45-calibre Thompson sub-machine gun.

The main features of the gun include a 16.4in barrel, walnut stock and grips, half-size frame, 10-round magazine and a weight of less than 5lb.

With a long history, the Tommy Gun provides a sense of nostalgia for shooters who can't obtain the original .45-calibre Thompson machine gun.

However, all the talk has surrounded the most innovative product to come out of Standard Manufacturing Company, in the shape of the award-winning DP-12 shotgun.

The DP-12 is a 12-gauge, double-barrel, pump-action shotgun with a 16-round capacity.

The gun combines the power of two pump-action shotguns into one compact, highly reliable bullpup design.

It features inline bottom feeding and ejection, which has made the gun extremely fast, reliable and ambidextrous. It fires two successive rounds with the help of a single trigger, which fires the right barrel first and then the left.

The DP-12 receiver is machined from a high-grade solid piece of aircraft aluminium for stability, rigidity, reliability, weight and longevity. It is set to be the quintessential home-defence shotgun as well as the go-to shotgun for law enforcement.

Through its collaboration with Connecticut Shotgun Manufacturing Company, which is world renowned for its high-quality double-barrel shotguns, the company offers support to the builders of the Tommy Guns and the DP-12s.

As a result, the company was able to incorporate modern manufacturing techniques along with the double-barrel shotgun craftsmanship that Connecticut Shotgun can offer to bring out the highest-quality products possible.

FUTURE OUTLOOK

Standard Manufacturing Company understands the importance of quality and reliability in firearms. Through this, it strives to be the best in the industry by providing products that are representative of that understanding.

It plans to release many new products in the coming years that, it says, will continue to impress with quality and innovation. The single-minded purpose of the company to produce world-class firearms will be the driving force behind its success. GTW

Standard Manufacturing Company
T: +1 860 225 6581
E: *info@standardmfgllc.com*
W: *www.stdgun.com*

Night Vision
par excellence

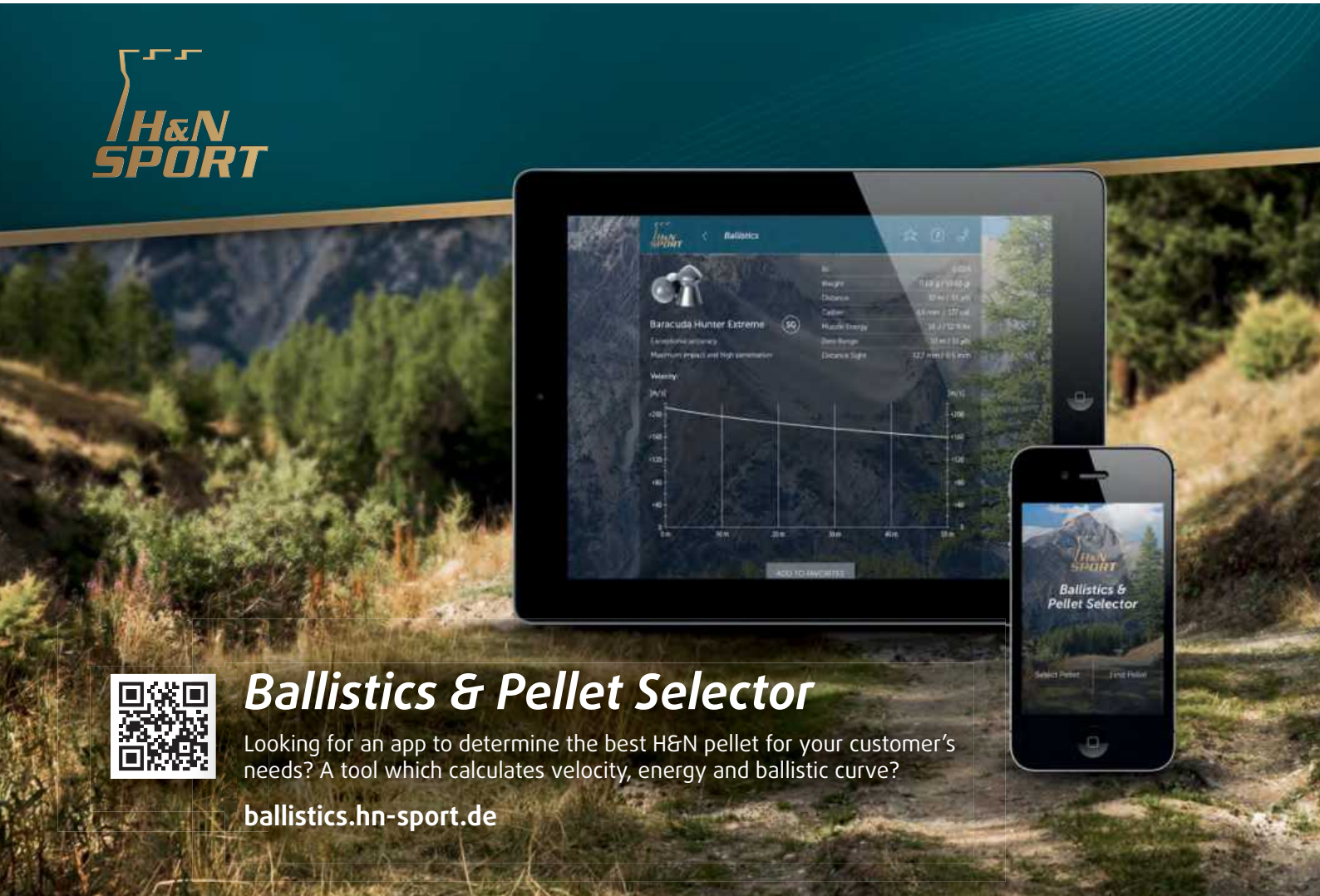
Bering OPTICS



See proof

sales@beringoptics.com

H&N SPORT



Ballistics & Pellet Selector

Looking for an app to determine the best H&N pellet for your customer's needs? A tool which calculates velocity, energy and ballistic curve?

ballistics.hn-sport.de



Tactical shotguns - why black sells

The term 'tactical' is one of the biggest marketing buzzwords in our industry today. Tactical shotguns, however, prove to be far more than just marketing.

In general, tactical shotguns, be they pump-action or semi-automatic, have shorter barrels than hunting shotguns, typically 11 to 20 inches with a larger capacity than their hunting counterparts, typically ranging from five to 10 cartridges.

There's more to it, though. When asking what tactical actually is, you will get a lot of different answers because there really isn't one sound definition. Supposedly, tactical means readily adaptable to the requirements of various situations.

Seen from this angle, tactical shotguns should have the right features for the most likely scenarios in a user's specific situation.

Taking advantage

For example, in home protection, having a flashlight mounted on your shotgun is a tactical feature that will provide you with a real advantage in the dark.

Having a ghost-ring sight on your shotgun instead of a regular bead sight offers another benefit because you can shoot more accurately. The same goes for red-dot sights, offering you the possibility to not only shoot more accurately, but also quicker.

Having a collapsible stock can be advantageous when you often find yourself in confined spaces as well.

As an operator's requirements on the battlefield are different from a law-enforcement officer's on the streets or private individuals at home or on the shooting range, tactical shotguns come in a great many variations. And that's before we even mention the possibilities they offer to be kitted out to any specific requirements.



PUMP-ACTIONS

When talking about tactical shotguns, a pump-action is the first type that most shooters will instantly think of. Many professional users prefer a pump-action to a semi-automatic because the mechanism is less prone to malfunction when dirty.

A pump-action is also more versatile because any type of ammunition, even low powered, can be used, whereas a semi-automatic requires a certain amount of energy to cycle reliably.

One manufacturer with a whole range of pump-action tactical shotguns is Fabarm. While both its SDASS and Martial ranges have been around for some time, the recent STF tactical shotguns prove to be wildly popular.

With barrel lengths ranging from 11 to 20 inches, three stock types, removable top rail, heat shield covering the barrel and more, the STF range is as tactical as they come in the shotgun world.

Needing no introduction is the Remington Model 870. Proven over and over again, it comes in a range of tactical guises and colour schemes, while some models sport stocks by Magpul or Blackhawk!.

When compared with some other makers, the line-up looks more basic. This is easily explained by the popularity that aftermarket parts have on the US market. In a true tactical mind-set, Remington offers the platform for you to build your ideal shotgun on.

With its new SXP range, Winchester claims to have the fastest-cycling pump-action around, thanks to its inertia-assisted action. Ideally, three shots can be delivered in just half a second. The tactical models of the SXP line-up are all branded 'Defender'.

With the 500 and 590A1 model ranges, Mossberg is a real contender in this market. For quite some time the Mossberg 590A1 has been the pump-action shotgun of choice of the US armed forces.

Both the 500 and 590 come in an amazing array of models, literally dozens and dozens with select models featuring tri-rail forends, six-position adjustable stocks, Picatinny top rails, speciality sight packages, built-in tactical lights and so on.



SEMI-AUTOMATICS

Offering a higher rate of fire than pump-actions is one of the advantages of semi-automatic shotguns. Unlike pump-actions they can also be used single-handed because you don't need two hands to cycle the action.

When it comes to tactical shotguns, Benelli has two modern classics in its ranks, notably the M3 and M4. The M3 is an inertia-driven semi-auto hybrid shotgun because it's capable of being operated as a pump-action as well when shooting light loads.

Benelli's M4, meanwhile, is the US Marine Corps semi-automatic shotgun of choice. Always fitted with a ghost-ring sight and top rail, the M4 is available in stainless or black with two stock types to choose from.

Alongside its pump-action models, Fabarm (SAT8, PSS10), Remington (887, 1100, Versa Max) and Mossberg (930) all offer tactical semi-automatic shotguns.

A different breed of semi-automatic shotgun altogether is based on the AK-47 design. The popularity of AK-type shotguns stems from the utter reliability of the gas-piston system, combined with a detachable magazine for quick reloading.

The number of tactical variants built on this platform can't even be imagined. These AK-type shotguns are offered by Izhmash as the Saiga-12 and by Kalashnikov USA as the US109.



BULLPUPS

Bringing a new level of compactness to the tactical shotgun world are bullpups. Placing the action in the buttstock allows for hyper-compact shotguns with an overall length as short as 26 inches, while still sporting barrels of standard tactical length (circa 18 inches).

Both Kel-Tec's KSG and UTAS' UTS-15 feature two magazine tubes, bringing the total capacity to 12+1 for the former and 14+1 for the latter.

A special tactical treat comes from Standard Manufacturing with its new DP-12 bullpup double-barrel pump-action. Truly unique, the DP-12 has an overall length of only 29½ inches and sports two 18$^{7}/_{8}$in barrels.

Having a 16-round capacity (7+7+1+1), it offers devastating firepower while being ergonomically designed to balance the weight of a loaded gun for quick and efficient handling with minimal recoil.



TACTICOOL

While professional users depend their lives on tactical shotguns, a lot of people like them and buy them just because they look really cool and love shooting them, especially when outfitted with bells and whistles like lamps, lasers, special stocks and a lot of rails. These black guns sell, a lot... and that goes for their accessories too. GTW



Pedersoli's new rolling block

Italian firearms company Davide Pedersoli's new variant of the Rolling Block was created principally for plinking; its main selling point is its price/quality ratio.

A Wicks and G Tansella

Davide Pedersoli has dedicated numerous years to the production of Rolling Block rifles, legends in the field of long-range shooting. Rifles like the Rolling Block and replicas of the other classics of American gun-making history have a certain appeal that goes beyond their ballistic potential: these weapons were of a unique design that makes them particularly attractive to collect, study and handle.

It can come as no surprise that it has developed an economical, well-built replica to take advantage of the increasing popularity of new more informal competitions such as plinking.

Davide Pedersoli's Rolling Block Mississippi is the answer for those people wanting to enjoy these events using historical replicas, as well as keeping the operating costs relatively low.

From a commercial point of view, this product is middle of the range, due to the quality of the materials used as well as its finishing, which sets it apart from other weapons used for plinking that can be considered as toys.

The company, based in Gardone Val Trompia, has been producing a similar product but in a lower price range, but the new version is aesthetically, and in terms of build quality, far superior.

These smaller-calibre models are technically and mechanically identical to their large-calibre centrefire versions: the breechblock works in exactly the same manner as the original firearms, which were famous for their robustness.

Pedersoli's new Rolling Block Mississippi is a relatively economical but well-built rifle designed principally for entertainment, but which would not look out of place alongside its larger-calibre models. GTW

Davide Pedersoli & Co
T: +39 030 8915000
E: *customerservice@davidepedersoli.com*
W: *www.davide-pedersoli.com*

SPECIFICATIONS

- The rifle has an overall length of $41^{15}/_{16}$ inches and weighs 7.05lb.
- The 26in barrel has eight grooves with a 1-in-18in rate of twist.
- The rifle is currently offered in the following calibres: 357 Magnum, 45 Colt and 38/55 Winchester.
- The rifle has a conventional blade foresight and notched rear sight, making it well suited to carefully aimed as well as fast, unpremeditated shots.
- A special matting procedure has been used to reduce the effects of glare to ease aiming when used in strong light, which would otherwise be quite problematic.
- The stock is made from American walnut and has an oiled finish.



NEW DESIGNS FROM

EKA®

ESKILSTUNA SWEDEN

SANDVIK 12C27 STEEL



EKA-KNIVAR.se | EKA-USA.com

KUNGLIG HOVLEVERANTÖR



Doing business with... Italy

With a tradition of gunmaking going back more than five centuries, Italy knows a thing or two about the shooting market…



Nowhere else in the world is as steeped in the history and reality of gunmaking as the Brescia region of Italy.

Gardone Val Trompia, in particular, is a hotbed of manufacturing, with countless names still employing a sizeable percentage of the population at their factories.

The region can trace its shooting and firearms roots back to the 1500s, with the birth of the famous Beretta gunmaker and, since then, an estimated 200 further manufacturers have sprung up over the years.

Although some have gone and some have merged or been bought out, there are still thought to be more than 140 gun companies in this area alone, if you take into account both the key players and the little, family-run businesses.

Typically, these guns are noted not only for their functionality, quality, balance and performance but also their appearance.

A large numer have earned reputations for being at the upper end of the price range, thanks to the combination of Italian tradition, modern manufacturing methods and the country's love for art – many of the engravings on its best shotguns would not look out of place in a gallery.

The vast majority of makers are specialists in shotguns – over-and-under, 'traditional' side-by-sides and semi-automatics – but there are also handgun and rifle makers… this truly is a country that can offer every aspect of firearms, both for sporting and hunting requirements and for defence and military use.

FACT FILE

Italy
Capital: Rome
Official Language: Italian
Area: 301,338 sq km (116,347 sq miles)
Population: 60,795,612 (2014 estimate)
Currency: Euro
GDP: $2.157 trillion (2015 estimate)
Time Zone: UTC/GMT +1, Summer UTC/GMT +2
Internet Domain: .it
Int. Dialling Code: +49

Geography: Located in southern Europe, Italy has borders with France, Switzerland, Austria and Slovenia to the north, while the majority of the country is a peninsular along with two Mediterranean islands – Sardinia and Sicily. Its coastline takes in the Tyrrhenian, Ionian and Adriatic seas.

With a mix of mountains, valleys, forests, agricultural land, lakes and coastline, there is something for everyone and, as a result, it boasts a wide diversity of wildlife and species to hunt.

Climate: As you would expect from a country that spans a considerable length north to south, the climate is hugely diverse.

In most of the inland northern and central regions, it ranges from humid subtropical to humid Continental.


Black grouse.

GUN STATS

7 million
The number of registered guns in Italy (estimated)

3,900
The number of people employed in Italy's sporting-arms market



€2.2 billion
The estimated value of Italy's sporting-arms market



900,000
The number of hunters in Italy (estimated)

80,000
The number of clay shooters in Italy (estimated)



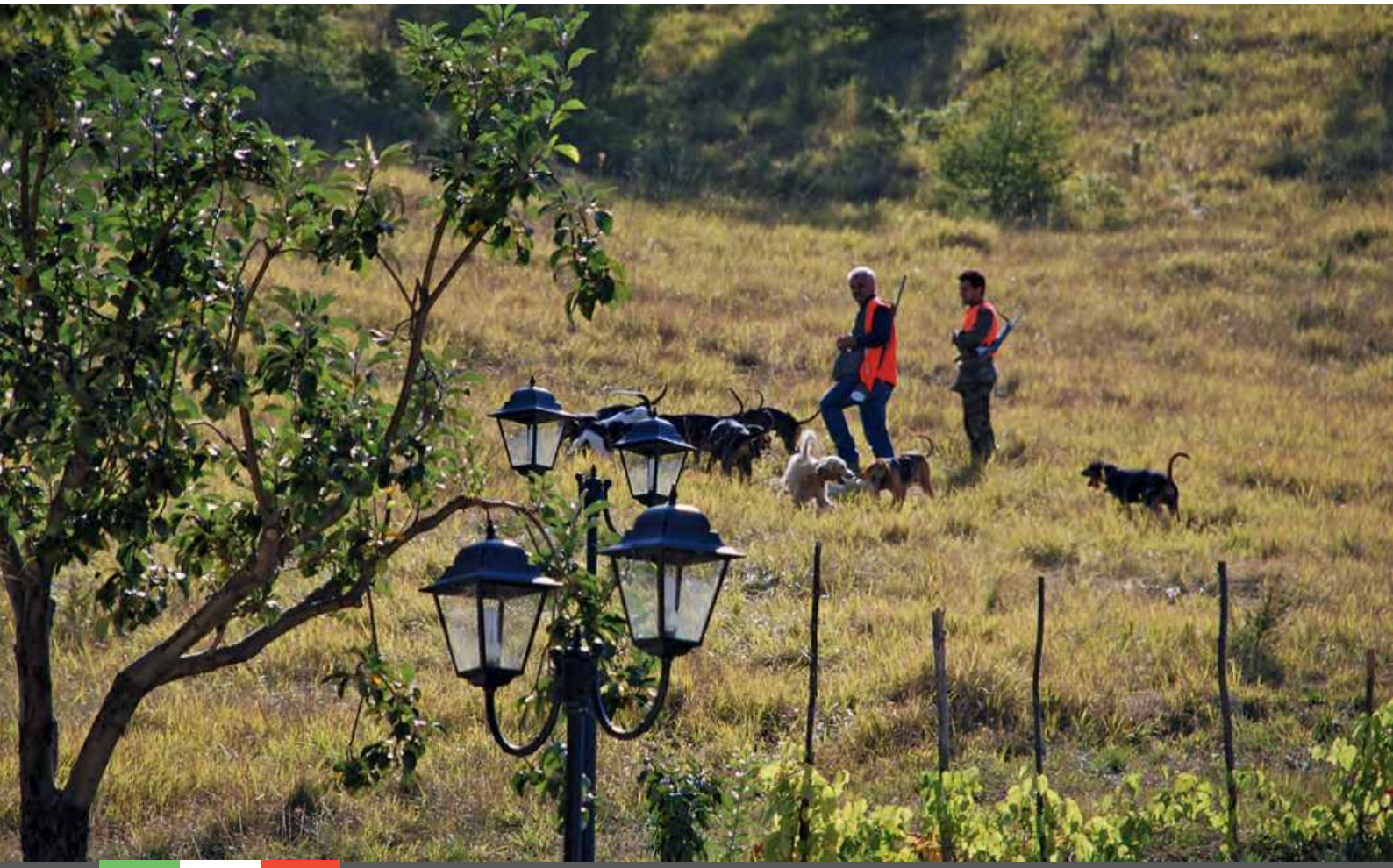
Italian gun exports (approx.)

40% Europe

35% USA

20% Domestic

5% Latin America



> Italians can own up to three firearms – both shotguns and rifles – and six specifically engineered and designed for shooting sports.

There are also great opportunities to sell to Italy, thanks to its burgeoning hunting scene, while clay shooting is also proving to be a hugely popular pastime.

Luca Rizzini of Brescia shotgun maker FAIR, commented: "I am pleased to say that the market is rediscovering the Made in Italy products and their high quality, which is especially interesting when you consider the growth in popularity of guns from other areas, such as Turkey.

"The market is continually looking for new products. Nevertheless, the key element is that these still need to be produced using traditional rules and skills."

Rules and regulations

Although there are strict rules about who can own a gun and for what purpose, not to mention the precise laws on licences, gun ownership is strong in Italy.

Private ownership of military-style weapons is strictly forbidden, as is military ammunition, and there are restrictions to magazine capacity – for example a maximum 15 rounds in handguns – as well as rules on the total amount of ammunition that can be owned and how and where guns must be stored.

Gun-licence applicants must be 18 or over and will need to prove their firearms-handling ability by attending a special course at a shooting range and gaining a certificate if they are new shooters. There are also police and medical background checks that need to be completed.

All private firearms must be registered with local police within 72 hours of purchase or transfer.

Italians can own up to three firearms – both shotguns and rifles – and six specifically engineered and designed for shooting sports.

An unlimited number of hunting weapons (both rifles and shotguns) and up to eight antique or historical weapons can also be owned, but there is a limit on the number of single-shot muzzle-loader replicas or airguns under 7.5 Joules of muzzle energy.

A concealed-carry licence allows a handgun to be carried for personal defence but these are difficult to obtain, requiring a valid reason for ownership. Plus, they must be renewed annually.

Hunting

The hunting (la caccia) season extends from September until February for the majority of animals and until March for migratory birds.

Game is public property and you can hunt in most places provided you're at least 100 metres (328 feet) from a house and don't damage crops.





There are an estimated 900,000 regular hunters across the country, with around three-quarters concentrated in the central and northern regions – Tuscany, Umbria and Sardinia are especially popular.

The majority use shotguns although rifle shooting is growing, with popular quarry including wild boar, fox, mouflon, rabbit, hare and many species of bird, notably black grouse, pheasant, quail and partridge.

Hunters are a powerful group and have won some significant legal battles over their rights in recent years.

Clay shooting

Although numbering significantly less than their hunting colleagues, clay shooters still represent a notable market, with plenty of shooting grounds available.

Of course, there is a long history of sporting-gun production in the country and hundreds of medals have been won at World and European level, not to mention the Olympics, using dedicated clay guns made in Italy.

Not surprisingly, Italian competitors are regularly there or thereabouts on the podium as a consequence, and often backed by the big-name gunmakers who invest a considerable amount of time, effort and money developing new lines for this sector. GTW

SHOOTING ASSOCIATIONS

Italian Federation of Hunting and Sporting Weapons
T: +39 06 8370 2408
W: *www.fidasc.it*

Unione Italiana di Tiro a Segno
(Italian Union of Rifle Shooting)
T: +39 06 8797 5534
E: *segreteria@uits.it*
W: *presidenza@uits.it*

Federazione Italiana Tiro a Volo
(Italian Target Shooting Federation)
T: +39 06 4523 5214
E: *internazionale@fitav.it*
W: *www.fitav.it*

Federazione Italiana Della Caccia
(Italian Hunting Federation)
T: +39 06 8440 9421
E: *fidc@fidc.it*
W: *www.federcaccia.org*

Italian Federation of Field Target Associations (IFTA)
W: *www.ifta.it*



DIANA®
PERFORMANCE AIRGUNS SINCE 1890

– the one and only, for 125 years

DIANA airguns are legendary. Since the founders Jakob Mayer and Josef Grammelspacher started 125 years ago in Germany, the company has inspired generations of shooters with its ingenious products.

By converting Jakob and Josef's ideas into high-quality products without compromise, DIANA built up an excellent reputation and became synonymous with premium airguns.

The beginnings were humble. Certainly, Jakob and Josef could not have imagined what they were about to start when, back in 1890, they founded their company Mayer & Grammelspacher in Rastatt.

Planning to mass-produce components for the iron and metal industry, toolmaker Jakob soon unveiled his first air pistol, in 1892.

It took nine more years, however, before he received the patent for a spring-loaded ball mechanism, which serves as a detent lock on barrel-locking guns. This turned out to be a bestseller, and since then this mechanism has not only appeared in millions of airguns but is still in common use.

Although Jakob and Josef were engineers, the latter seemed to have worked more on the financial side of the business while Jakob was responsible for the product development and registered many patents over the years.

What's in a name?

At first the products were labelled with the trademark MGR for Mayer Grammelspacher Rastatt but that would soon change.

No records survived to tell when Josef left the company but it must have been around 1901. Four years later Jakob had an ingenious idea. He changed the trademark from MGR to the iconic DIANA, referring to the hunting goddess of the same name.

"We can only speculate why Jakob chose that famous image of Diana holding her air rifle aloft while standing on her discarded bow and arrow," said DIANA CEO Martin Zedler.

As it turned out, Jakob could not have done better because generations of hunters were to start their passion with a DIANA air rifle in their hands.

Ups and downs

But it was by no means a smooth path for DIANA, with several setbacks that were usually beyond its control. Production had to be



> “Josef could not have done better because generations of hunters were to start their passion with a DIANA air rifle in their hands.”

suspended because of World War I, just when the company was flourishing with the production of several models of airguns and toy guns.

The latter were marketed under the trademark Eureka and included toy pistols or rifles that had cork or vacuum cups as ammunition.

Change for the better came in the 1920s. With the increasing popularity of airguns as a newly found leisure-time activity instead of the more military rifle shooting in the earlier years, customers not only changed but also became more numerous.

In fact, DIANA products became so well known that it already had an export quota of approximately 50 per cent at that time. In addition, the first air rifles for adults were developed to cater for all tastes and wallets – from the DIANA model 25 costing 25 marks up to the high-end model LG 581 for 90 marks.

DIANA also expanded into other areas, such as pellets.

“A tin of the newly invented Diabolo pellets cost 3.40 marks at that time,” said Martin, “and they surely increased the accuracy in connection with rifled barrels.”

He regrets that there is no information left about the velocity of the airguns of that time. It is not mentioned in the catalogues and all the production documents were lost in the war.

With World War II on the horizon, the economic prospects of DIANA rapidly deteriorated again. Export in 28 countries was quickly prohibited due to political reasons.

The final straw came when civilian production was completely stopped in 1940. Instead DIANA had to produce parts for Mauser in Oberndorf.

It comes as no surprise then, that after the end of World War II, DIANA was completely dismantled. All the production machines, tools, construction plans, even spare parts, and of course, the brand DIANA were sold to the London-based Millard Bros.

The British company soon began producing the first Scottish DIANAs in a newly built factory near Glasgow. Interestingly, apart from being produced in Scotland, everything else remained German, even the names of the different DIANA models.

New beginnings

Because there was nothing left, the Mayer family had to start from scratch again – which they did as soon as the Allied Control Council gave them the permission to do so.

With the name gone, the Mayer family stubbornly started selling air rifles with the name “Original”. It was explicitly forbidden to use the trademark DIANA in the Commonwealth. So the airguns were sold using names such Gecado, Condor or Firebird. Indeed Gecado in particular is, even today, well known in South Africa.

Soon the business was thriving again because the company stayed true to its philosophy to provide an excellent service and real innovations. Kurt Giss, the chief designer, played an important part in the revival after the war.

He developed a double-piston system at the end of the 1950s. The forward piston compresses the air for pellet propulsion while the second piston moved





backward, thereby eliminating the recoil.

The so-called Giss system resulted in the first recoilless match guns: the LP6 air pistol in 1960 and the LG60 air rifle in 1963. Indeed, both principles are still in evidence today.

Being true to its pledge to provide an outstanding service DIANA can, for example, still repair airguns that have been produced more than 50 years ago. In addition to that the tradition of German engineering producing real innovations is still upheld.

Moving forward

It was only in 1983 when Millard Bros decided to sell its air rifle business that the family was able to buy the trademark DIANA again.

By then the restrictive German gun laws introduced at the beginning of the 1970s made business difficult again. However, since that time, DIANA has started to reinvent itself by introducing new models and optimising its productions processes.

In 1987 it developed its most powerful long-range airgun with fixed barrel and side-cocking system. Just one year later Silvia Sperber won the Olympic Gold Medal in Seoul by using a DIANA small-bore rifle and then, in 1992, the Model 54 – a recoilless long-range air rifle with patented recoil system – was introduced, followed by the Model 350 Magnum eight years later, which is still one of the most powerful air rifles available.

Not content with the existing range of products, DIANA also ventured into the market of compressed air rifles in 2011. It was nothing less than entering a new era when DIANA presented the new PCP model 1000.

With its two-piece hunting stock, a 14-shot magazine as well as a single shot adaptor, you are totally equipped for successful hunting or field-target shooting. The 300 bar, steel cylinder also offers more than enough energy for longer periods of shooting.

Another milestone was the development of the 340 N-TEC. The DIANA engineers devised, together with a German specialist company, a gas spring instead of the traditional spiral steel spring.

The N-TEC piston provides less vibration, leading almost automatically to a greater accuracy. The 340 N-TEC offers a 10 per cent higher level of energy as well as a smoother cocking action.

Taking that idea further resulted in the 350 N-TEC Magnum. By combining the new, enhanced gas spring of the 340 N-TEC with the well-proven longer cylinder of the model 350 Magnum, DIANA engineers successfully increased the performance of their bestselling air rifle, making it not only the most powerful model made by DIANA but also one of the most powerful air rifles in the world.

"It is not only about more power but also about greater accuracy, which could easily make the 350 N-TEC Magnum your favourite air rifle," Martin added.

One and only

Even 125 years after its humble beginnings, DIANA is still an icon in the airgun market and has every reason to celebrate this special anniversary; hence an absolutely outstanding masterpiece of art was created: The One & Only.

It is a dream come true: Master engraver Josefine Gröbel successfully combined classical and modern elements of engraving into a perfect piece of art.

Diana is depicted on a precious inset plate of solid gold. Daring leaf arabesques and English swirls surround this mythical, graceful figure and create a beautiful and harmonious composition. Fine engraving on the sights and the anniversary logo "125 Years DIANA 1890 – 2015", which is also worked from solid gold, make The One & Only true to its name.

The stock is also purely handcrafted from first-class Caucasian Walnut and has been given an outstanding appearance by a premium hand-rubbed oil finish. It adds further to the unique looks of The One & Only.

This unique piece will now be auctioned off for a good cause.

Martin continued: "We decided to donate the proceeds to the Selous Elephant Emergency Programme (SEEP). The money will be used to buy the necessary equipment for the gamekeepers in the Selous Game Reserve, in Tanzania, to successfully fight the poachers.

"The Selous has been especially hard hit by poaching and the current emergency programme, organised by the International Council for Game and Wildlife Conservation (CIC), helped in the last year to stabilise the elephant population."

More information about the auction can be found on the DIANA website *www.diana-airguns.de*.

The success story of DIANA will continue, no doubt. Since last October DIANA has teamed up with German Sport Guns (GSG) to further expand the product range and ensure that the company's philosophy of innovation is continued in the future. GTW

DIANA
T: +49 2938 97837-60
E: *info@diana-airguns.de*
W: *www.diana-airguns.de*

MTM CASE-GARD™
QUALITY SHOOTING SPORTS ACCESSORIES

An American Family Owned Company
Manufacturing Fresh Ideas Since 1968

NEW Stripper Zip™ Ammo Loaders



We don't actually make ammo but we sure can help with storing and organizing it.

Made In U.S.A.

*ACC308 Holds 400 Rounds

NEW AMMO CAN COMBO





NEW AMMO CRATE UTILITY BOXES



O-Ring Seal

Stackable Ammo Crates Available in two sizes



NEW LOOK, PURPLE CAMO ARROW CASES

*Guns, ammo, locks not included

MTM Molded Products Company - (937) 890-7461 - www.mtmcase-gard.com



MAGNUM LITE

Barracuda
American Black Walnut
Rimfire Rifles



MLR22WMBW
Caliber: .22 Win Mag
Barrel length: 19 inches
Overall length: 37.5 inches
Weight: 71.2 ounces



MLR22BW
Caliber: .22 LR
Barrel length: 17 inches
Overall length: 35.5 inches
Weight: 69.3 ounces

Magnum Research

www.magnumresearch.com

European Distributor: Waffen Ferkinghoff GmbH & Co. KG
Phone: 49 9384 882 12-00 | Fax: 49 9384 882 12-19 | www.waffen-ferkinghoff.com

NEW PRODUCTS 2015



SHOT Show 2016 – set for international success

January's SHOT Show event in Las Vegas promises to be the best ever for those attending from outside the USA, reveals Chris Dolnack, the **National Shooting Sports Foundation's** senior vice-president and chief marketing officer.

By the time you're reading this, the 2016 SHOT Show is just a little more than three months away. That may seem like plenty of time to schedule flights, book hotel rooms and map out your plan for your week in Las Vegas, but, in reality, time is of the essence for many of these things. Let's cover several topics that deserve your attention now.

Hotels

Last year NSSF was diligent in spreading the word about the narrowing of hotel availability when we were notified that there were two other large trade shows taking place in town during the same week as SHOT Show. Of course, some thought we were crying wolf – and those were the same ones who couldn't find a room on the Strip or even reasonably close to town in December.

This year's situation is no different. During an Exhibitor Academy we held with our show management partner, ConvExx, in Las Vegas in June, Jeff Pressman, ConvExx's president, let us know that once again the city would be hosting two other sizeable trade shows during SHOT Show's week in town.

In fact, and even though NSSF expanded its block of hotel rooms, two of our hotels were



already completely sold out in June – seven months before the show. Several more have sold out since then.

We cannot stress this enough. If you expect to attend the 2016 SHOT Show, you must book your hotel rooms now. Go to *shotshow.org* and click on the Travel dropdown. There you'll find a full listing of official SHOT Show hotels, their prices and click-through links to our hotel reservation partner OnPeak.

Keep in mind that NSSF has reserved numbers of rooms at these hotels at significant discounts compared with those offered by travel and online booking agents. They are available in a wide variety of accommodations and prices, nearly all are located on the Strip within reasonable distance of the Sands Expo Center, and those that have shuttle buses running to the Sands will be clearly marked with a bus icon.

Flights & rental cars

There's plenty of good news to be had when it comes to flying into SHOT from outside the USA. Over the past year, Las Vegas has experienced a 12 per cent increase in the number of direct flights from international destinations. This saves travellers time, money and stress, so if you're a ***Gun Trade World*** subscriber who hasn't attended SHOT Show before, this might just be your best time ever to do so.

> "NSSF continues to partner with Delta Airlines and rental car company Dollar to offer exhibitors and attendees discounts."

In even better news, NSSF continues to partner with Delta Airlines and rental car company Dollar to offer exhibitors and attendees discounts. When booking through *Delta.com*, use code NMKXE to earn a discount that will range from two to seven per cent (something that can really help on international flights). Book your rental car through Dollar for your week-long stay in Vegas and use code CM0077 for a five per cent discount.

Is this your first time travelling to the USA? NSSF has travel tips at *travel.state.gov/travel/tips/tips_1232.html,* as well as information on business visas at *travel.state.gov/content/visas/english/visit/visitor.html*.

International Buyer's Program

In last month's ***GTW***, we told you a little bit about the success of our International Buyer's Program. We are committed to the continuing growth of this program and to the broadening of connections between US manufacturers with international buyers.

International buyers looking to establish new relationships with American firearms and ammunition makers are encouraged to visit *shotshow.org/attendees/international-attendees* and sign up to participate as a delegate to this important program.

To further encourage interaction between international attendees to SHOT, this year we've also added an Export Counselling Service to the International Trade Center (ITC).

The ITC, as most of you who have attended SHOT know, provides morning and midday meals, complimentary Wi-Fi service, private-meeting conference rooms and staff to help with scheduling. There's also a networking reception each afternoon of the show.

This year NSSF has also included Export Counselling Services, a coordinated effort with US Department of Commerce trade specialists that can help American manufacturers identify the foreign markets that provide new opportunities for them and network those exhibitors with the international delegates most relevant to them. It's a unique opportunity that marries two needs, and we encourage all who can to participate. GTW

National Shooting Sports Foundation
T: +1 203 426 1320
F: +1 203 426 1087
E: *info@nssf.org*
W: *www.nssf.org*

Tomorrow's technology today!

While most people of a certain age are enjoying their retirement, the effervescent Luke Camilleri can't resist the temptation to carry on inventing shooting products.



The 80-plus-year-old divides his time between his house and factory in Liverpool and his French retreat in Normandy, and Luke literally can't sit still.

Having a conversation with this most European of characters – he can speak six languages – you get the impression that his mind is continuously on the prowl for the latest advancement in airgun/pellet technology that will change the world.

An engineer by trade, Luke has spent most of his time in the shooting trade making airgun pellets from his own factory in Liverpool.

However, his grasshopper mind meant that there is always another project on the go, another engineering puzzle that he could solve.

He has also had his own range of airguns, as well as launching clothing for the fishing and shooting markets.

Performance and consistency

Over recent years he has turned his thoughts to producing air cylinders for CO_2 guns and has launched a number of products into the marketplace.

Under the brand name Proton, the patented British design has been tested in all current pistols on the market and it is claimed that it offers superior performance and consistency to traditional capsules and is easily fitted via an adaptor and air charging system.

Added to the Proton brand is a French-manufactured range of lead-free pellets that its maker claims offer a higher velocity than standard pellets.

"Our products give retailers an opportunity to sell a brand in Proton that will not be available in every gun shop because we are only looking for a select number of retailers to take stock.

"This means that the products will not suffer from being devalued through heavy discounting and the retailer will be able to make excellent profit," claims Luke.

"We really are offering something very different here and retailers coming on board will be able to take advantage of the heavy demand that we have already created."

Any retailers interested in stocking Proton products should contact Luke on the details opposite. GTW



Luke Camilleri
T: 0151 604 1788 (UK)
T: +33 327 745145 (France)
E: *fireballpel@aol.com*



KRAL ARMS ®



Puncher MAXI
1250FPS



1- Adjustment 2- Manual Safety 3- MonteCarlo Stock 4- Automatic Index Magazin 5- Soft Rubber Pad 6- Speed Control Valve
7- 12mm / 21mm Scope Mount Rail 8- Lever Action 9- Moderator 10- Adj. F.Optic TruGlo R&F Sight 11- Analog Manometer
12- 280cc capacity / Max. 200bar Stell Tube 13- Turkish Walnut
* Scope not included

COMING SOON WITH OUR SYNTHETIC & TACTICAL MODELS

mail@kralav.com / export@kralav.com / www.kralav.com
Tel: +90 332 524 68 70 Pbx Fax: +90 332 524 68 71 42720 BEYSEHIR - TURKEY

OCTOBER 11-12, 2015 • STONELEIGH PARK, WARWICKSHIRE CV8 2LZ

CHECK OUT THE BRANDS THAT WILL BE ON SHOW THIS YEAR...



A&K / ABBEY / ACME / AGS / AIGLE / AIR ARMS / AIRFORCEONE / ALLEN / AMOEBA / ANGLO ARMS / ARES / ARMEX / ARMSAN / AYA / BAIKAL / BASC / BARNETT / BEAR GRYLLS / BEEMAN / BIRCHWOOD CASEY / BISLEY / BOLLE / BONART / BRATTONSOUND / BOLT / BREDA / BROCOCK / BRUNTON / BSA / BUFF / BUFFALO RIVER / CALDWELL / CAMILLUS KNIVES / CAMOSYSTEMS / CASSTROM / CHAMPION / CLUB INTERCHASSE / CLULITE / COAST / COBRA OPTICS / COGSWELL & HARRISON / COLD STEEL / COLT / COMETA / CROSMAN / CROOTS / DAISY / DAYSTATE / DEBEN / EASYHIT / EKA / ENZO / F.A.I.R / FENIX / FIREBIRD / FLAMBEAU / FX AIRGUNS / GAMO / GERBER / GRIPSWELL / GRS / GUN TRADE ASSOCIATION / GUIDE INFRARED / H&N SPORT / HARKILA / HAWKE / HAZARD 4 / HILLS / HOPPE'S / HOWA / HSF CLOTHING / HUGLU / HYDROTECH / ISCOPE / ISSC / KA-BAR / KARESUANDO / KRAL / LANSKY / LASER GENETICS / LEATHERMAN / LEDWAVE / LIGNE VERNEY-CARRON / LIMBSAVER / LINCOLN / MAG-LITE / MIDLAND DIVING EQUIPMENT / MTC OPTICS / NAPIER / NEXTORCH / NIGHTSEARCHER / NIKKO STIRLING / NORICA / NOSLER / OLIGHT / ONTARIO KNIFE COMPANY / OPINEL / PAO / PARKER-HALE / PERCUSSION CLOTHING / PETRON / PLANO / PRIMOS / PRIMUS / PULSAR / PUMA / RADIANS / RANGE RIGHT SOLUTIONS / REY PAVON / RIDGELINE / RIZZINI / ROSSI / RWS / SABATTI / SABRE / SALVINELLI / SEELAND / SIERRA / SIG SAUER / SILMA / SILVA / SOG / SPORTSMATCH / SPYPOINT / STANLEY / STORMSURE / SWISS ARMS / TASCO / TRACER / TRUGLO / TRUMARK / UNION / VICTORINOX / WALTHER / WEBLEY / WEBLEY & SCOTT / WEI TECH / WEIHRAUCH / WILEY X / WINCHESTER / YUKON

THESE BRANDS ARE ALL DISTRIBUTED BY EXHIBITORS OF THE 2015 T&G TRADE SHOW

Official Sponsor dupree creative we're out there...

TACKLE & GUNS TRADE SHOW

incorporating the

Shooting TRADE SHOW

SUPPORTED BY THE GTA

THE GUN TRADE ASSOCIATION



MANY EXHIBITORS AT THE SHOW ARE LOOKING TO SELL TO EUROPEAN DISTRIBUTORS AND RETAILERS AND DO NOT EXHIBIT AT ANY OTHER TRADE EVENTS OUTSIDE THE UK.

VISIT THE UK'S ONLY SHOOTING TRADE SHOW, FOR FREE!

REGISTER FOR YOUR TICKETS AT

TANDGSHOW.COM

CONTACT: DEAN ROTHERY T: 01327 315432 M: 07866 721554 E: DEANROTHERY@DHPUB.CO.UK



From the land of the rising sun

Although from a country rarely associated with guns, Japanese gun manufacturer Miroku plays an important, yet discreet, role in the global firearms business. ***GTW*** looks into Japan's biggest gunmaker.

As have many of today's gunmaking giants, Miroku started out as a humble blacksmithing shop in the late 19th century.

With the surrounding countryside on his southern Japanese island of Shikoku teeming with game, Karaji Miroku started producing hunting rifles to cater for a steadily rising demand.

By 1983 Karaji established himself as a gunsmith, producing handmade hunting guns. The company's big breakthrough came when it adopted Western production techniques.

Under Karaji's son, Bukichi, the company prospered, diversified and ventured into, among other things, the production of handguns and even harpoon guns.

Post-war Japan

In a country scarred by the Second World War, Japanese companies where looking to Western markets to export their products. Allowed to return to the manufacturing of sporting guns in 1951, Miroku first developed a side-by-side shotgun, which was to be sold under its own brand name.

Looking farther afield, the firm used Browning's legendary B25 Superposed shotgun as a platform to improve upon and design its own over-and-under gun. The introduction of its version of the Superposed shotgun was a game changer for the Japanese company.

Enter Browning...

However well made and great value Miroku's guns were, the brand was relatively unknown abroad. The rather subjective image that Asian-produced goods had at the time of being low quality didn't help sales either.

Business really picked up when US distributor Charles Daly started selling Miroku-made shotguns in its home market in the 1960s. It proved to be a business relationship that endured until the early 1970s.

As Daly was able to offer great-quality guns at reasonable prices, this put pressure on established manufacturers such as Browning and its Belgian partner Fabrique Nationale.



This triggered Browning to take an interest in the Japanese gun manufacturer.

Being impressed by Miroku's quality of work, Browning set up a partnership with it as early as the mid-1960s. In 1967 Miroku initiated the production of the Browning BT99 trap gun. This was the very first gun Miroku produced for Browning… but certainly not the last.

Perfect marriage

Business relations between Miroku and Browning grew ever closer. In such a way even that in 1977 Miroku participated in a joint buyout of Browning's stock with Fabrique Nationale.

Alongside its shared interest in Browning, Miroku and Fabrique Nationale have other links as well. With an equity stake of nearly 10 per cent, Fabrique Nationale has grown to become a major shareholder in Miroku. Not only does the Japanese company produce guns for Browning, Browning in turn also markets Miroku-branded guns through its worldwide distribution network.

While both businesses are obviously intertwined, it's important to know that both companies are still independent of one another.

While the production for Fabrique Nationale makes up for a big chunk of Miroku's business, it still has interests in other industries as well, including the automotive and machine-tool industries.

This said, the company's gun production still amounted to nearly 60 per cent of total revenue in 2014, making Miroku the biggest gun manufacturer in Japan. Employing about 500 people, much of Miroku's gun production is done the old way, by hand.

Browning branded

After the BT99 Miroku started making for Browning in 1967, production of other models quickly followed, such as the BL-22 lever rifle and the BSS side-by-side shotgun in 1969, the well-known Citori over-and-under in 1970 and the BPS pump-action shotgun in 1973.

Even the production of one of Browning's most famous designs, the Auto 5 semi-



Miroku MK38 Sporter Teague



Miroku MK38 Trap Grade



Miroku MK70 Sporter Grade

> The MK70 Sporter series are equipped with interchangeable Invector chokes specifically designed for those shooters wanting the versatility of a multi-choked gun.

automatic shotgun, was moved to Japan in the mid-1970s.

Later Browning models made by Miroku include the Cynergy shotgun range and an extensive line-up of rifles including the A-Bolt, X-Bolt, AB3, BLR and T-Bolt, among others. When Miroku's gun exports to the United States peaked in the 1990s, it annually shipped more than 200,000 Browning-branded guns to the other side of the Atlantic Ocean.

Own guns

Last but not least is the product range Miroku has designed itself, initially based on the Browning platform, which are marketed by the Browning distribution network.

This line-up features three distinct models. The MK38 series in both sporting and trap configurations are bred for busting clays. The Sporting guns are fitted with back-bored barrels and Teague chokes. The MK60 Universal series feature fixed-choke guns that are generally lighter in weight than the MK38 series.

The MK70 Sporter series, meanwhile, are equipped with interchangeable Invector chokes specifically designed for those shooters wanting the versatility of a multi-choked gun.

All Miroku shoguns have actions forged from a single piece of chrome-molybdenum alloyed steel, guaranteeing fundamental structural integrity.

The nitride finish on the action and the blueing of the barrels increase their resistance to wear, corrosion and other signs of ageing. Each load-bearing part also undergoes a thermal treatment that further enhances the guns' durability.

What's more, Miroku barrels are internally chromed, except in the choke area, which allows the owner to adjust the choke as required.

All Miroku guns feature an essentially classic elegance and come in a range of barrel lengths and a choice of grades of finish.

Standard models have an "old silver" finish and all are engraved, while the higher "luxury" grades have profuse hand-finished engraving and higher-grade wood.

True to its Japanese roots, quality is constant and the finish impeccable. No wonder Miroku has a small but select number of followers who know and appreciate these Japanese guns for what they are: well-built, low-key and great value. GTW

Miroku/Browning International
T: +32 4 240 5211
W: *www.browning.eu/miroku*

new

GAMO®
Precision Airguns

THE "MUST-HAVE" of PCP's



Coyote Black Whisper

Gamo's latest PCP air rifle.
Available calibre's 4,5mm, 5,5mm and 6,35mm

Quieter • More Ergonomic • Lighter

www.gamo.com



Rifle Shooter launch aims to benefit from strong sector

A brand-new UK hunting magazine is due for launch any day now. Peter Timperley, director of Archant Specialist, explains what Rifle Shooter is all about.

This sounds like an exciting project. What's it all about?

Rifle Shooter will be a monthly newstrade title aimed at all rifle-shooting enthusiasts. It will cover everything from deer stalking to hunting abroad, rimfires to long-range shooting, as well as plenty of gear tests and technical features.

We will have a healthy launch budget and will be utilising a new circulation model that we have been developing. We will deliver to double the outlets of our main rival from the very first issue and have already secured some great promotional activity with leading retailers.

It's really exciting to be launching a new product – the first we've launched in this sector for five years. That's a reflection of the strong performance of our existing titles in this market over the last 18 months and also a growth in confidence among the trade.



Director of Archant Specialist, Peter Timperley.

Why are you launching it?

Rifle shooting has been performing very strongly in terms of numbers of certificates, numbers of rifles held and also in terms of an increase in the accessibility of rifle sport, such as deer stalking.

This burgeoning sector has also been driven by new products and developing technology, such as night vision and thermal imaging, as well as a continuing interest in hunting travel.

It will complement our existing portfolio of shooting titles and allow us to offer a complete marketing solution to our clients, covering every area of the shooting market.

We see a great opportunity in this sector to raise the standard and set a new benchmark, which is what we always try to do at Archant Specialist.

What will set it apart from anything else on the market?

Like all specialist titles, it will succeed only if it delivers the audience to generate commercial revenue. Our experience and existing reach will allow us to get better market penetration than

our key rivals from the very start.

We have done extensive research and our feedback tells us that there is a genuine appetite in the sector – both from a commercial and a reader perspective – for a title that delivers better quality. That is in terms of the printing, design and photography and editorial.

We have put together a team that will be able to produce independent, in-depth articles that combine the practical and the aspirational. On the Continent, rifle shooting and hunting are held in the very highest regard and we want to reflect a bit of that tradition, heritage and class alongside the dynamism and innovation of the UK rifle-shooting scene.

What kind of content can we expect every month?

The magazine will cover deer stalking and foxing from all across the UK, as well as hunting abroad. We will feature rimfires – both gun tests and hunting articles – and long-range shooting, as this continues to grow in popularity.

There will be a regular instructional series to help rifle shooters improve their skills and the most in-depth gun tests and optics reviews on the market. We have expert contributors covering deer management and conservation and some highly respected international writers, such as Ulf Lindroth.

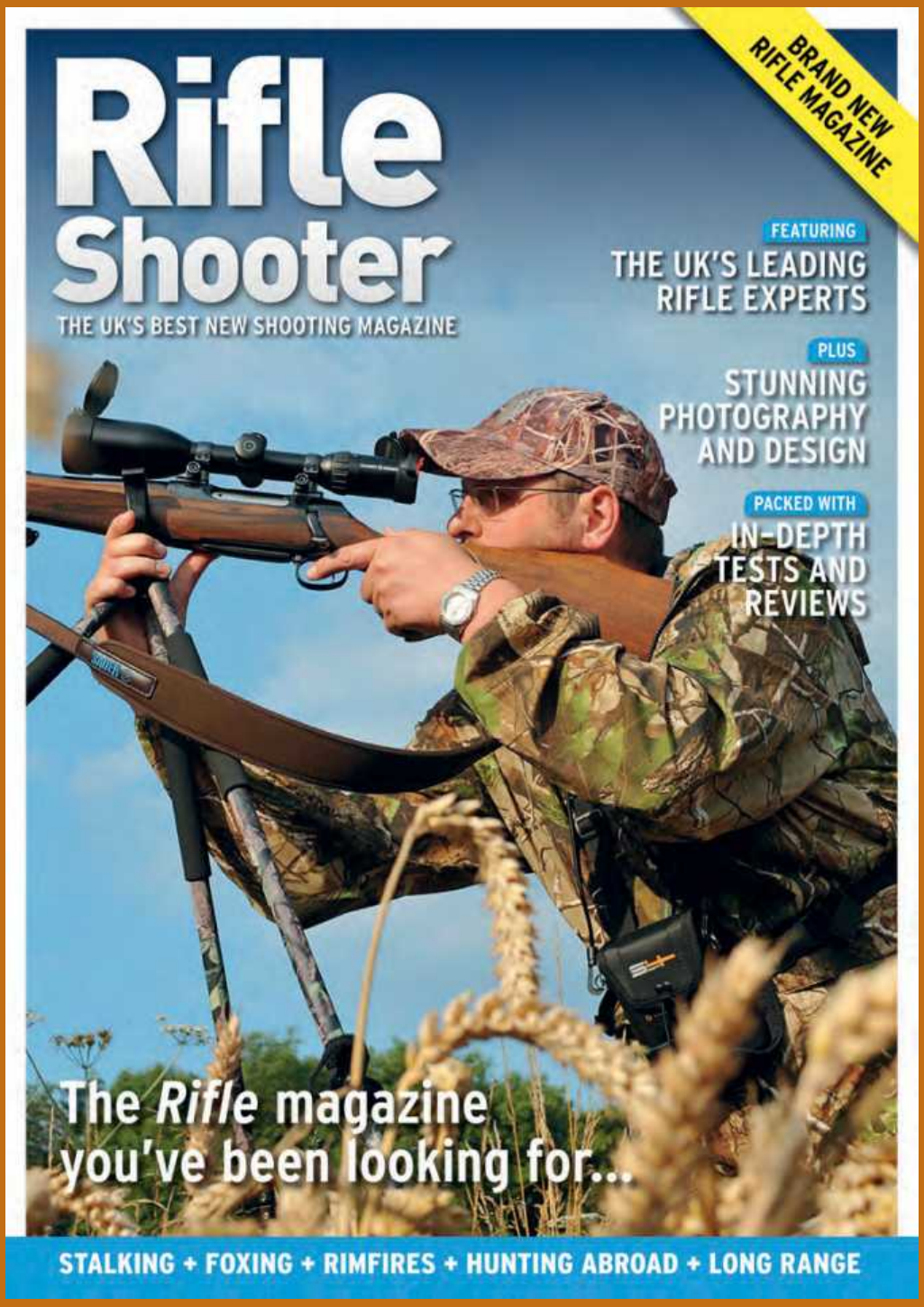
We are also developing young British writing talent such as Brent Norbury, a professional stalker and artist from Scotland, who will be contributing monthly.

We will be writing about the newest and most interesting product launches from across the industry, as well as looking back through the archives at the history and development of rifle shooting.

Who will be heading up the project?

From a commercial side of things it will be headed up by our existing ad team, with Sharon Blick as advertising manager and Dan Chart as commercial manager. We are looking to recruit a new junior ad salesman, too. This gives us crucial experience in the sector and consistency for clients because they will be dealing with a team that most will already know and trust.

Editorially, the magazine will be headed up by Dom Holtam, who is also group editor for Sporting Shooter and Clay Shooter.



His current team will be supplemented by a new, full-time staff writer, as well as a group of leading freelance writers and experts, who will deliver the expert knowledge that this audience demands.

Dom is a keen rifle shooter himself and has hunted all over the UK and Europe. His enthusiasm and insight into the subject will help us to create a magazine that really connects with the UK rifle-shooting market.

When is it launching?

The first issue of Rifle Shooter was scheduled to be on sale from September 16th, at more than 7,000 outlets nationwide. GTW

Rifle Shooter
T: +44 1189 742533
W: *www.archant.co.uk*



01

MAKING CONTACT



02



03

Want your products to be seen by buyers around the world… FREE of charge? Then these pages are for you! Contact editor in chief, John Hunter.

JOHN HUNTER
Editor in chief
T: +44 1327 315412
E: *john@dhpub.co.uk*
Send your product and a short description to: ***Gun Trade World***, 1 Whittle Close, Drayton Fields, Daventry, Northants NN11 8RQ, UK

01

Ruger
American Rimfire With Wood Stock

In response to customer requests, this latest rifle brings an exciting variation in the shape of a stock made from a hardwood blank mated to the popular .22 LR bolt-action, offering classic good looks and modern performance.

Ruger engineers designed this wood stock to host the same patent-pending Power Bedding integral bedding block system and free floated barrel that have made the American Rimfire rifle family so accurate.

The stock features front and rear sling swivel studs, a metal trigger guard, checkering on the grip and forend, and a rubber buttpad to make for a comfortable 13¾in length of pull.

Sturm, Ruger & Co
T: +1 336 949 5200
W: *www.ruger.com*

02

Colonial Cutlery
Model 102 Key Ring Blade

This keychain switchblade is just the thing when you need quick access to a blade for a myriad of tasks.

Made in the USA, this is designed to attach to a key ring or clip onto a pocket so it is always to hand.

It has a blade length of one and a half inches and weighs less than 1oz, making it supremely portable.

Colonial Cutlery
T: +1 401 737 0024
W: *www.colonialknifeusa.com*

03

Plano
Field Box Holster

Complete with its own field box, which attaches via built-in webbing loops at each end, with the top exposed for fast and easy access to the contents.

Complete with a multitude of useful pockets, non-slip cleated feet and an adjustable padded shoulder strap with heavy-duty quick-connect hardware, the Field Box Holster takes on range duties with adaptability.

A large, zippered outer pocket holds shooting accessories, tools or personal protective gear, while another large, covered side pocket is provided on one end for additional essentials.

Two specialised magazine pockets are on the other end and the back has an expansive and versatile mesh pocket for keys, staple gun and so on.

Plano Molding
W: *www.planomolding.com*

SHOT·SHOW

JANUARY 19–22, 2016

GEAR UP

SANDS EXPO CENTER | LAS VEGAS, NEVADA







The latest products, equipment and technology for hunting, sport shooting, law enforcement and military will be on display at the 2016 SHOT Show. The world's largest tradeshow for firearms, ammunition, cutlery and accessories, the SHOT Show is your best opportunity to discuss your country's acquisition processes with leading manufacturers.

1,600 Exhibits | 65,000 Attendees | More Than 100 Countries

PLAN NOW TO ATTEND.
SHOTSHOW.ORG/GTW

OWNED BY: National SHOOTING SPORTS Foundation — PROMOTE • PROTECT • PRESERVE

U.S. COMMERCIAL SERVICE — United States of America, Department of Commerce

The Commercial Service logo is a registered trademark of the U.S. Department of Commerce, used with permission.

Translation, business and matchmaking services are available for international guests.

The SHOT Show is a trade-only event. Proof of professional affiliation required.



MAKING CONTACT



04

Winchester
Model 70 Ultimate Shadow

This model introduces a lightweight, synthetic stock in the new Mossy Oak Break-Up Country camou.

The forged stainless-steel receiver features the pre-'64-style controlled round feeding with claw extractor and fixed ejector, plus grey, over-moulded, rubberised gripping surfaces for better control.

The alloy one-piece bottom metal with steel floorplate adds rigidity and the forged stainless-steel receiver with integral recoil lug is bedded front and rear to eliminate shifts in zero, offering exceptional long-range accuracy.

A three-position safety shows safety status at a glance and a WinSorb recoil pad provides optimal protection against felt recoil.

Winchester Firearms
W: *www.winchester-guns.com*

05

Shooter
3D archery targets value pack

Shooter, a leading manufacturer in true-life 3D archery targets, is now offering the three-target value pack, which includes a muskrat, prairie dog and a rabbit.

The Shooter 3D targets are realistically designed both visually as well as being true-to-life size. Made tough with high-density impact-response foam, they will stop arrows from 70lb high-speed compound bows.

The durable, weather-resistant target has vital area scoring rings that encourage precise arrow placement. They include 8in ground stakes for quick set up and increased stability and are made in the USA.

FeraDyne Outdoors, LLC
T: +1 800 282 4868
W: *www.shooter3d.com*

06

Bering optics
Night Probe Mini Gen 2+

One of most compact and lightweight NV attachments in the marketplace, this is built with specially selected IIT featuring 64-72 lp/mm resolution.

The attachment, which is 132mm long and weighs 440g, mounts directly in front of the scope using a clip-on system. There is an optional side mount to add it onto the rifle in-line with the daytime tactical scope.

The kit includes a flip-up protective cap, a clip-on adaptor featuring quick-release levers, and a set of fitting rings to work with front lens diameters ranging from 24 to 60mm, all packed in a tactical protective case.

Bering Optics
E: *sales@beringoptics.com*
W: *www.beringoptics.com*

07

Lyman
Turbo Case Media Separator

Lyman engineers took a look at the media separators on the market and decided that they could do better.

The result is a separator that incorporates many new features that makes the messy job of sifting media from cases much easier.

The inner basket can be positioned to prevent it from moving as cases are poured in.

The crank handle cover spins freely on the crank, making it much more comfortable to use. Improved latches provide a solid lock-up for the basket and the outer cover.

The covers have interlocking edges to seal media and dust inside.

Lyman Products
T: +1 860 632 2020
W: *www.lymanproducts.com*

AIN'T THAT A SHAME?



PRECISION OPTICS AND MOUNTS. YOURS FOR A SONG.

Strict quality control without cutting corners. That's how we rock and roll.

100% Lifetime Guarantee

SUN OPTICS USA

info@SunOpticsUSA.com (817) 783-6001 www.SunOpticsUSA.com



MAKING CONTACT

A Pro approach to hearing protection

Pro Ears offers a great solution to protecting your ears during a shoot, while improving a hunter's ability to hear game.

Ear protection is a basic fundamental of firearms safety, yet most hunters routinely shoot with nothing to protect their ears.

Maybe they don't fully understand the risk of permanent damage to hearing each time a gun is fired, or maybe they simply don't believe it could happen to them.

Hearing well is critical to effective hunting. Hunters simply don't want to wear hearing protection if it diminishes how well they can hear a deer, turkey or other animal approaching. Pro Ears is the solution that encompasses both aspects.

It uses electronic technology to protect hearing, while still allowing users to have a normal conservation in the blind or at the range, and it even amplifies low-decibel sound to provide them with a huge advantage in the field.

Pro Ears uses the most advanced and superior technology available in electronic ear and hearing protection for shooting and hunting.

This technology allows the competitive shooter and hunter to hear every sound, including conversation, even during high-volume noise spikes. Pro Ears electronic earmuffs are said to achieve a perfect balance between comfort, noise attenuation and purity of sound.



TOP TECHNOLOGY

Only Pro Ears feature Dynamic Level Sound Compression technology (DLSC), which allows the wearer to hear every sound, even during high-volume noise spikes.

Pro Ears says that other brands have outdated technology that is not true sound compression. This either simply turns the amplification system off when noise levels reach a preset decibel leaving the wearer with passive muffs, or it reacts to high noise levels by lowering the unit's volume, so the louder sounds still drown out softer sounds. In both technologies, loud noise levels compromise the ability to hear quieter sounds.

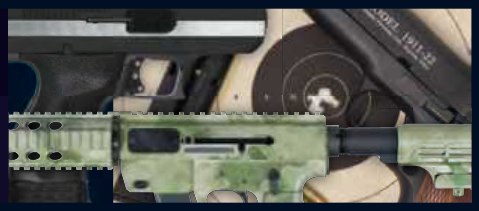
Only the DLSC technology protects hearing while at the same time allowing the wearer to hear lower-volume sounds such as normal conversation.

DLSC works by instantly compressing all noises over the 82dB threshold by amplifying all sounds below that to 72dB. The result is that the wearer will hear everything, including conversation, while simultaneously being protected from dangerous high-volume sounds.

Altus Brands
T: +1 231 421 3810
W: *www.altusbrands.com*

Your Partner for Trustworthy, Reliable Firearms Exports.

SEE US AT: SHOT SHOW BOOTH # 16144 | IWA BOOTH # 9510


We are OIF, a DDTC registered export leader known for helping our customers navigate the highly regulated firearms industry.

Special orders, hard to find models, or other custom projects, OIF is unmatched in our ability to locate firearms and ship them worldwide.

Concierge level service to help you grow.

Let our team of full service exporters create a strategy for you!

OIF EXPORTING, LLC

812 E. Franklin St., Suite C
Dayton, OH 45459
PH. 937.938.7271
FX. 937.396.1046
sales@oifexporting.com




1887 COLOR CASE 28" 12ga


1887 CHROME 22" 12ga


1887 COLOR CASE 22" 12ga


1887 MARE'S LEG 18,5" 12ga

CHIAPPA® firearms

www.chiappafirearms.com
Brescia, Italy Dayton, OH



FAIR SRL 802 Skeet

FAIR SRL 802 Sporting

FAIR SRL 802 Trap

MAKING CONTACT

FAIR choice for competition guns

With a strong pedigree in quality shotguns, you would expect the latest competition offerings from Italian master FAIR to be up there with the best of them. The SRL 802 does not disappoint.

For more than 40 years, Italian gunmaker FAIR has been delighting hunters and sporting shooters alike with its functional, reliable and eye-catching products.

Each gun is a blend of centuries-old gun manufacturing traditions allied to the latest state-of-the-art mechanical and technical innovations.

This makes each model unique to FAIR and, more importantly, makes each one ideal for the purpose that it was designed for.

FROM THE MASTER

The SRL 802 models have evolved from the company's Master De Luxe shotgun and shares the same technical specifications for the three different shooting disciplines: SRL 802 Trap, SRL 802 Skeet and SRL 802 Sporting.

Each of these is available in either 12 or 20-gauge versions, using only dedicated actions.

Unlike the Master De Luxe models, however, the SRL 802 boasts long side plates without screws, enriched with elegant flower patterns and selected walnut stock with an embedded oval for initials to be added.

All three variants feature FAIR's innovative X-Cones technology, producing long and soft connection cones for recoil damping. The narrow bores help ensure improved efficiency and speed.

The Sporting model has also been steel-shot-proofed and incorporates the interchangeable XP70 Technichokes.

These internal and external nickel-plated chokes are designed to improve corrosion resistance, especially if used in coastal areas, while making shot flow easier and reducing internal friction, thanks to the improved surface hardness and smoothness.

Chamber sizes for the guns are the traditional 70mm (2¾in) for trap and skeet and 76mm (3in) for sporting, which includes the 70mm (2¾in) Sport XP70 Technichoke interchangeable chokes.

Like all of FAIR's competition guns, the SRL 802 is delivered in an elegant, thermoformed case.

All FAIR shotguns are fitted with quality wood parts, matched and assembled to action bodies by careful embedding.

FAIR srl
T: +39 030 861162
E: *info@fair.it*
W: *www.fair.it*

STERLING | Heavy Load Series

STERLING®

HIGH QUALITY SHOT SHELL



12 Cal. 64 Gr.
SUPER MAGNUM

"High pressure,
Higher satisfaction"



- High hit rate
- High speed
- High performance
- Very high pressure
- Long range
- Magnum gun powder



12 Cal. 50 Gr.
MAGNUM



12 Cal. 40 Gr.
SEMI MAGNUM



20 Cal. 35 Gr.
MAGNUM

TURAÇ DIŞ TİCARET LTD. ŞTİ.
1987'den Beri...

Tandogan Meydani Anit Cad. No: 8-15
P.K: 06580 Tandogan - Ankara / TURKEY
T: +90 312 999 34 20 • F: +90 312 212 70 29
E-mail : info@turac.com.tr • Web : www.turac.com.tr

SCAN HERE TO VISIT US DIRECT



MAKING CONTACT

Zeiss' new premium crossbow scope

A leading manufacturer of high-performance sports optics has unveiled what it says is the first premium crossbow scope with patented ballistic reticle.

Zeiss says that the Terra 3x XB75 2-7x32 offers crossbow enthusiasts the ability to determine aiming points from 20 to 75 yards in 2½-yard increments based on the chronographed speed of the bow.

The scope features all the benefits of German engineering and performance that you've come to expect, including uncompromising optical performance, all in a lightweight, extremely rugged, compact 1in design.

The XB75 features MC anti-reflective coatings to produce bright, high-contrast images, thereby eliminating the need for an illuminated reticle.

Now you can hunt harder and longer by being able to stay on stand when the last bit of light is being squeezed out of the day.

Mike Jensen, president of Carl Zeiss Sports Optics, said: "This was a much-needed product for the hard-core crossbow crowd. Finally, an optical device that has caught up with the hi-tech crossbows out there. Gone are the days of being stuck with sub-par optics for the crossbow enthusiast.

"Zeiss sets another major milestone by being the first premium-optics company to launch a dedicated scope for the crossbow community. Once again, this demonstrates our commitment not only to shooting sports but also to the sport of archery."

SIGHTING IN

The scope has six separate cross hairs and the main cross section of each one represents whole yardages (20 to 70 yards). The dot in between each set of cross hairs represents the half-yardage marks. The top and bottom of each individual cross hair represents the 2½-yard marks. The top of the reticle wire protruding from the bottom of the reticle is the 75-yard indicator mark.

The scope's ocular ring has engravings representing speeds from 275fps to 425fps and magnification from 2x to 7x.

To program, simply mount the scope on the rail of the crossbow using high-quality rings, then set a target at 10 yards using the 20-yard (first cross hair from the top) and shoot until you hit centre, then repeat at 20 yards.

Once the main 20-yard reticle is sighted in, turn the speed indicator on the ocular to the manufacturer's advertised speed (this may vary based on bolt length and weight). Now move the target to 30 yards and sight in using the 30-yard reticle (second cross hair from the top).

Once this cross hair is sighted in, the scope is now calibrated to your crossbow and all of the other aiming points will be correct.

Crossbows with speeds over 425fps and using a lighter arrow combination may require a main cross wire sight-in point of 30 yards instead of the normal 20. This will require calibrating the scope at 40 yards to compensate for the flat trajectory of the crossbow bolt.

Zeiss Sports Optics
W: *www.zeiss.com/sports-optics*

cometa

SUPERB FEATURES AT AN UNBEATABLE PRICE!



UP TO 50 JOULES

NEW



Adjustable stock



Multi-shot magazine



Swivel studs

NEW PCP COMETA ORION SH

- Air capacity 225cc (200bar/3000 psi)
- Bolt action system
- Quick fill facility (foster connector)
- Self-actuating multi-shot magazine
- 25mm shrouded barrel
- Beech stock, adjustable with Monte Carlo
- Ergonomically designed checkered grip & forearm
- Include swivel studs in the stock to mount easily a belt, bipod, etc.
- High-precision cold hammered barrels
- Available in 4.5mm (.177) / 5.5mm (.22) / 6.35mm (.25)
- Up to 50 joules

cometa@cometaairgun.com
www.cometaairgun.com



UTG True Hunter Scope

Rifle Model
SCP-U432AOWT2

Airgun Model
SCP-U432AODT2

MAKING CONTACT

Classic enhancements at a great price

UTG's 1in True Hunter scope is based on one of Leapers' classic scope designs that have accompanied airgunners and .22-calibre enthusiasts for years.

This new True Hunter scope has seen a number of enhancements that increase its ease of use and overall functionality while maintaining a very attractive price point.

Built on a 1in tube and featuring a fixed 4x32 power magnification with a 32mm-diameter objective, the SCP-U432AOWT2 with its adjustable parallax from five yards to infinity excels at short to medium ranges and truly shines when used on airguns or .22 rifles.

A 32ft field of view at 100 yards and a 3.4in eye relief provide shooters with an effective, yet comfortable, means to quickly view targets when shouldering their favourite plinking air guns and rifles.

STAY ON TARGET

One enhancement that has been requested by fans is the inclusion of the well-received TF2+ Tool Free 2-Step Target Turrets. This system allows shooters to make zero adjustments simply by pulling up on the windage and elevation turrets to unlock them and then make their adjustments.

When finished, pushing the turrets back down is all it takes to lock their zero setting in place. Resetting the zero is then easily achieved via loosening and tightening, when finished, a small hex screw in the turret to move the zero mark accordingly. Sighting in or making corrections couldn't be easier.

Rugged aluminium construction and the True Strength (TS) internal structure guarantees durability and repeatable performance that are additionally backed by Leapers' usual warranty.

Standard for Leapers' TS platform, the optic is shockproof, fogproof and weather resistant as a direct result of being completely sealed and nitrogen filled internally. The windage and elevation turrets of this scope adjust in ¼ MOA increments. The ocular lens is user-adjustable to optimise with their eyesight.

As with all Leapers' optics, complete and total solutions are its speciality. High-quality lens caps and two medium-profile Max Strength Picatinny/Weaver rings are all included at what Leapers says is an unbeatable price point.

A version with dovetail rings is also available.

Leapers
T: +1 734 542 1500
W: *www.leapers.com*

LEADER®
LEADER TRADING GMBH

Leader Trading is a German
based distribution company
in the gun and ammunition
business and looking for
new distributors / dealers worldwide.

Contact: www.leader-trading.com
info@leader-trading.com
phone: 0049 2102 535742-0
fax: 0049 2102 535742-90

TLS TRADING HK

HUNTING AND SHOOTING ACCESSORIES

MANUFACTURING AND WHOLESALE DISTRIBUTION

If you import products from China you may have encountered the complexities of negotiation and supply-chain issues when buying direct from Chinese factories. TLS Trading is very different. We are a western-style business in Asia. We understand western business so buying from us is simple and our terms are straightforward.



VISIT OUR WEBSITE TO SEE THE FULL PRODUCT RANGE
WWW.TLSTRADINGHK.COM

ISSC AUSTRIA

Straight Pull Action - Biathlon Style

NEW! SPA Mossy Oak
Cal. .22 LR, .17 HMR & .22 WIN. Magnum



ISSC...The Rimfire Specialist
Quality made in Austria



NEW! SPA Tactical
Cal. .22 LR, .17 HMR & .22 WIN. Magnum

ISSC HANDELS GmbH
Furt 43 | 4754 Andrichsfurt | Austria
Mail: office@issc.at | www.issc.at | Telefon: +43 (0) 7750 - 38426

Manufacturers and Wholesalers































DHP print

GET YOUR PROMO MATERIAL READY!

TACKLE & GUNS TRADE SHOW

Business Cards:
Printed full-colour, double or single-sided

300gsm matt-coated	400gsm uncoated board 450gsm matt-coated
250.....£49	
500.....£54	250.....£79
1,000.....£64	500.....£94
2,500.....£84	1,000.....£114
5,000.....£99	2,500.....£159
Want more? Just ask!	Want more? Just ask!

A5 Flyers:
Printed full-colour, double or single-sided

135gsm gloss

1,000.....£89
2,500.....£99
5,000.....£114
10,000.....£179
15,000.....£254
Want more? Just ask!

4-page A5:
Printed full-colour throughout

135gsm gloss

1,000.....£115
2,500.....£185
5,000.....£229
10,000.....£323
15,000.....£457
Want more? Just ask!

Stationery: Printed full-colour, single-sided

90gsm Offset Regular Letterheads

250.....£69
1,000.....£79
2,500.....£94
5,000.....£149
Want more? Just ask!

120gsm Offset Corporate Letterheads

250.....£89
1,000.....£104
2,500.....£154
5,000.....£229
Want more? Just ask!

Stationery Bundles

Regular Set

300gsm Business Cards
90gsm Letterheads
90gsm Comp Slips

1,000 of each
Bundle deal.....£199

90gsm Offset Regular Comp Slips

250.....£59
500.....£69
750.....£79
1,000.....£85
2,000.....£91
3,000.....£95
7,500.....£139
Want more? Just ask!

120gsm Offset Corporate Comp Slips

250.....£69
500.....£79
750.....£94
1,000.....£104
2,000.....£119
3,000.....£139
7,500.....£189
Want more? Just ask!

Corporate Set

450gsm Business Cards
120gsm Letterheads
120gsm Comp Slips

1,000 of each
Bundle deal.....£279

A4 Flyers:
Printed full-colour, double or single-sided

135gsm gloss

250.....£85
1,000.....£119
2,500.....£169
5,000.....£229
10,000.....£299
15,000.....£399
20,000.....£499
Want more? Just ask!

Pop-Up Roller Banners:
Printed full-colour on 600gsm PVC



- High-definition print
- Fast assembly
- Reliable base unit
- Easy to transport – only 4kg
- FREE padded carrier

£70 each (up to 5)

Discounts available on multiple orders
6-10: £65 each / 11-15: £60 each
16+: £52.50 each

FREE UK DELIVERY AVAILABLE ON MANY ITEMS!

A4 folded to DL:
Printed full-colour

135gsm gloss

250.....£99
1,000.....£169
2,500.....£299
5,000.....£499
10,000.....£599
15,000.....£699
Want more? Just ask!

4-page A4: (A3 folded)
Printed full-colour

135gsm gloss

250.....£169
1,000.....£189
2,500.....£289
5,000.....£397
10,000.....£588
15,000.....£796
Want more? Just ask!



Brochures: Printed full-colour throughout, folded and saddle-stitched

A5 8-pages 170gsm silk	A4 8-pages 135gsm gloss	A4 16-pages 135gsm gloss
100.....£195	100.....£249	100.....£399
150.....£199	150.....£279	150.....£409
200.....£215	200.....£299	200.....£429
250.....£239	250.....£339	250.....£449
1,000.....£335	1,000.....£399	1,000.....£599
2,500.....£425	2,500.....£549	2,500.....£899
Want more? Just ask!	Want more? Just ask!	Want more? Just ask!

This is only a small selection of what we can do. If you have anything that needs printing, contact us today...

t: 01327 315450
e: paul.evans@dhpub.co.uk
facebook.com/dhp.print

Prices exclude VAT and are based on print-ready artwork being supplied.
Free delivery to a single UK address is available on many items.

Australian gun law reform hijacked

This month a top gun supplier in Australia fears the worst as gun-law reform takes place. He has asked for anonymity since the process is still ongoing but the points he makes are valid nonetheless.

In a farcical turn of events, the Australian government is set to increase legislative restrictions on licensed firearm owners in response to a government review that recommended the simplification of regulations in the legal firearms market.

The Martin Place Siege Review was initiated after a lone gunman held occupants of a Sydney café hostage late last year. The siege reportedly resulted in the gunman shooting one person and another being killed by a stray bullet from police.

The review found that the gunman was unlicensed and ineligible for a firearms licence under Australia's strict national licensing regime. He was known to police, mentally ill and was on bail for accessory to murder at the time of the incident.

He used a black market, unregistered firearm that had been illegally modified by being sawn off at both ends. The gun had come into Australia in the 1950s prior to the requirement to register firearms and was of a category not generally available to licensed Australian firearm owners.

The review of the incident called for the government to identify ways to simplify the regulation of the licensed firearms market to allow limited policing resources to be focused on the illicit firearms market.



In the most cynical of manoeuvres, the national policing committee that reviews firearms laws has taken the opportunity to submit a previous agenda to government that they had developed to further restrict access to registered firearms by licensed firearm owners.

The move was uncovered when minutes of the committee's meetings were made public following a request for documents made under the country's freedom of information laws.

Even the prime minister has been tricked into acting contrary to the review's recommendations by following departmental advice to rush through an immediate ban on the import of a lever-action shotgun.

The regulations were rushed through without consultation outside the police group and were clothed in emotive and misleading statements around national security and protection from terrorism. As ridiculous as that sounds, the prime minister actually fell for it.

The original authors of the Martin Place Siege Review are to be commended for their good work. The disaster that is now playing out, however, is a government-sanctioned perversion of all of their intensions. The result of which will be that the nation's frontline police remain starved of the resources they need to adequately address the illicit firearms market while government receives the cheap headline they are after by banning guns from farmers.

Licensed firearms owners in Australia are rightly outraged and are mobilising to fight the restrictions. Funds are being raised, political retaliations planned and campaigns are commencing. GTW

GunTrade World
www.guntradeworld.com

EDITORIAL
Editor in chief
John Hunter
T: +44 1327 315412
M: +44 7990 542958
E: *john@dhpub.co.uk*
Skype: *journo100*

Publisher
Sean O'Driscoll
T: +44 1327 311999
F: +44 1327 312418
M: +44 7788 922976
E: *sean@dhpub.co.uk*

European correspondent
Willem Bonneux
T: +32 474 28 75 83
E: *willem_bonneux@hotmail.com*

ADVERTISING
US director
Bart Manganiello
T: +1 914 722 7601
F: +1 914 722 7602
E: *bartalm@optonline.net*

Rest-of-world sales
Mark Peacock
T: +44 7963 956221
E: *mark.peacock@dhpub.co.uk*

PRODUCTION
Creative director **Mark Grafton**
Sub editor **Lee Jones**
Ad design **Stephanie Horn**
Repro manager **Derek Mooney**
Repro assistant **Adam Mason**
Production manager **Paul Evans**
Production supervisor **Neil Brooks**
Production controller **Lea Terry**

DHP LTD
Editorial, administration, subscriptions and accounts to:
DHP Ltd, 1 Whittle Close, Drayton Fields, Daventry, Northants NN11 8RQ, England
T: +44 1327 311999
DHP Ltd is a member of the UK Gun Trade Association



KONUS®
Optical & Sport Systems

45° OFFSET ILLUMINATOR SWITCH WITH RED/BLUE COLOR

LOCKING TACTICAL TURRET KNOBS PRECISION 1/10 MIL ADJUSTMENT

MID-SIZED PARALLAX WHEEL (DOWN TO 10 YARDS)

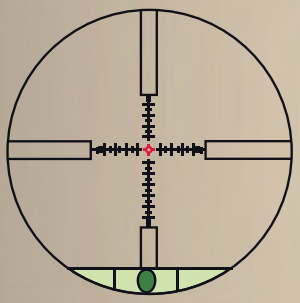
RETICLE PLACED IN THE FIRST FOCAL PLANE



LOCKING FAST FOCUS OCULAR

30MM ONE-PIECE ALUMINUM TUBE

FULLY MULTI COATED OPTICS



MODIFIED MIL-DOT ENGRAVED RETICLE WITH LEVEL BUBBLE

7298 8-32X56



7297 6-24X52



Combining the utmost precision of the **first** focal plane construction system with a never-before-seen affordability, these brand new **riflescopes** are truly ideal for performance-driven long distance, target and bench-rest shooters. Their modified **Mil-Dot** reticle is engraved and illuminated in two colors, while the windage and elevation adjustments are resettable to zero and incorporate a pull/push locking mechanism to avoid unwanted movement. They also come with 30mm tube , parallax wheel and anti-canting internal level bubble.

KONUSPRO-F30

THE FIRST FOCAL PLANE REVOLUTION

- Built-in anti canting bubble system
- Waterproof, Fogproof, Shockproof
- Nitrogen Filled
- Flip-up covers included
- Sunshade included
- Lifetime Warranty

KONUS Optical & Sport Systems

www.konus.com
FOR INFORMATION ON BECOMING A KONUS DISTRIBUTOR
e-mail: sales@konus.com

LEAPERS, INC.®

WWW.LEAPERS.COM

JOIN US



TRUE HUNTRESS™ VESTS



Orange/Black PVC-VF21OB | Black PVC-VF21BB | Black/Pink PVC-VF21BP



Black/Violet PVC-VF21BV | Grey/Pink PVC-VF21GP | Black/Blue PVC-VF21GB

TRUE HUNTER™ VESTS



Orange/Black PVC-VM32OB PVC-VM36OB | Black PVC-VM32BB PVC-VM36BB | Black/Grey PVC-VM36GB

ALL-IN-1 RANGE BAG



Create the Perfect Range Load Out with Removable Pistol Cases, Brass Bags, and Pull-out Bag with Adjustable Dividers; Perfect for Competitions and Shooting on the Move

Clean your Firearm Anywhere with the Detachable Cleaning Mat

Multiple Storage Compartments Perfect forHearing/Eye Protection, Mags, Ammo, Targets, First Aid, Cleaning Supplies and Much More

Black PVC-P768B | Black/Crimson PVC-P768BC | Black/Navy Blue PVC-P768BN | Black/Silver PVC-P768BM

VANQUISH 700

LONG RANGE LED FLASHLIGHT WITH L.I.B.R.E TECHNOLOGY

LT-EL700



FADE
Hold to Smoothly Fade from 700 to 20 Lumens In 4 Seconds



MEMORY
Tap to Access Your Previous Brightness Setting



STROBE
Double Tap for 700 Lumen Strobe



INCLUDES

GENUINE 700 LUMENS



45° Angled Offset Ring Mount | Pressure Switch

LIGHT WITH INTEGRATED BRIGHTNESS REGULATED EMITTER INNOVATION



Tactical Grip Assist

WORLD CLASS OPTICS



8° ULTRA-WIDE FIELD OF VIEW

Mil-dot Reticle

30mm 4X32 CQB IE® Scope with 8° Ultra-wide-angle Field of View

Rifle Model
Parallax Preset at 100 Yards
SCP3-M4IEVWQ

Airgun Model
Parallax Preset at 35 Yards
SCP3-M4IEVDQ



T-DOT

6" ITA Red/Green CQB Sight

RG Illuminated T-dot



SCP-TDTDQ

RG Illuminated Single Dot



SCP-TDSDQ

UTG Europe GmbH
Am Bahndamm 7, 63683 Ortenberg
Tel:+49(0)6041-9696860 | Fax:+49(0)6041-96968666
info@utgeurope.com | www.utgeurope.com

U.S. Manufacturing Operation
32500 Capitol Street, Livonia, MI 48150
Tel: 1(734)542-1500 | Fax: 1(734)542-7095
office@leapers.com | www.leapers.com

Leapers, Inc. | 32700 Capitol Street, Livonia, MI 48150 U.S.A
Tel: (734)542-1500 | Fax: (734)542-7095 | Email: office@leapers.com